INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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EASTERN INDIA INFORMATION
TECHNOLOGY FAIR 2025

THEME : CONNECTING THE
PHYSICAL AND DIGITAL WORLDS

5th SEPTEMBER 2025
HOTEL THE PARK, KOLKATA

RAH INFOTECH
...CONNECTING & SECURING YOUR WORLD

ASHOK KUMAR

BUILDING LEGACY, DRIVING INNOVATION

How the Kumar father-son duo transformed RAH Infotech into India's fastest-growing cybersecurity distributor

RAHUL YADAV

Empowering Next-Gen Technolo

More Trusted • More Secure • More Reliab

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TECHNOLOGY

CP PLUS Trusted
The Heart of
Reliable Surveil

CP PLUS

CP PLUS TRUSTED CORE TECHNOLOGY

CP PLUS

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Core:

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Secure Boot

Ensures only authorized firmware runs during startup

Tamper Proof

Specialized hardware prevents any tampering with the device.

Secure Transmission

Data sent online is protected & has strong security

Data Security

Sensitive information is protected with strong encryption.

Strong Cryptography Algorithms

Defends against side-channel attacks with advanced security measures

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INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* **OF INDIAN VALUE ADDED RESELLERS**

POWERING DIGITAL GROWTH WITH AI AND QUANTUM-READY INFRASTRUCTURE

Samsung's 2025 TVs and Monitors get Smarter with Microsoft Copilot AI

Microsoft has integrated Copilot AI into Samsung's 2025 smart TVs and monitors, bringing advanced AI-powered assistance directly to home entertainment. Available on models like Micro RGB, Neo QLED, OLED, The Frame Pro, The Frame, and M7–M9 monitors, Copilot enables users to access spoiler-free recaps, personalized recommendations, group-friendly picks, entertainment insights, and everyday queries. Integrated into Tizen OS, it can be launched via the Apps Tab, Samsung Daily Plus, or the microphone button on remotes. Users can also sign in with a Microsoft account for customized suggestions. With visual-rich responses, voice interaction, and animated on-screen presence, Copilot enhances the viewing experience. The feature is free in select regions and expands Microsoft's AI reach beyond PCs and smartphones.

IBM and AMD to co-Build Next-Gen Supercomputing Infrastructure

In a landmark move, IBM and AMD have announced a strategic partnership to develop next-generation quantum-centric supercomputing infrastructure, combining the power of quantum computing, artificial intelligence (AI), and high-performance computing (HPC). This collaboration is aimed at tackling some of the world's most pressing and complex challenges across industries such as drug discovery, materials science, logistics, and climate modeling. Together, the companies plan to build scalable, hybrid computing platforms that go beyond the limits of traditional systems by integrating quantum-classical workflows.

AI MODE AND SOVEREIGN AI: THE NEW BATTLE FOR THE WEB'S FUTURE

The internet faces its biggest shift since the Web's birth. On May 20, 2025, Google CEO Sundar Pichai unveiled AI Mode, a new end-to-end search experience. Hailed as the future of search, it also raises fears of a "machine web," where AI agents dominate online interactions.

For years, websites let Google crawl content in exchange for traffic that drove ad and sales revenue. With Google holding 90% of search, this fueled the digital economy — but AI Mode is disrupting that bargain and reshaping the web's economics.

Unlike earlier incremental changes, AI Mode is a full reset of search. Instead of typing keywords and clicking through blue links, users now converse with AI agents that deliver direct answers, anticipate intent, and even complete tasks. Search is no longer about information retrieval; it is about task fulfillment.

AI Mode could bypass websites by directly booking services or products, making traditional SEO tactics obsolete. Now, visibility depends on whether Google's AI selects a brand to fulfill a task. For small businesses, AI Mode offers new exposure but risks invisibility if filtered out. For publishers, fewer clicks could collapse ad revenue, threatening content diversity.

Google has rolled out AI Mode in 180 countries, signaling that this is not an experiment but a global paradigm shift. Businesses everywhere — from multinationals in London to small entrepreneurs in Lucknow — must adapt.

Large corporations face the challenge of redesigning digital strategies for AI-first discoverability. Meanwhile, local businesses may find that the AI agent itself books dentists, gyms, or salons on behalf of users, bypassing traditional discovery channels altogether.

Personalization deepens the challenge. If an AI agent learns a user's preferences so narrowly that it filters out certain brands, those businesses may never reach that customer again. The digital marketplace is becoming more competitive, more filtered, and more algorithm-dependent.

The winners will be companies that move early to test and adapt content for AI Mode. The losers will be those who wait, risking obsolescence in a system where agility defines visibility.

AI Mode's launch aligns with another shift: Microsoft ends Windows 10 support on Oct 14, 2025, leaving devices without free security, support, or updates. Users must shift to Windows 11 or Microsoft's paid ESU, highlighting how rapidly digital transformation is accelerating alongside Google's AI-driven web.

Beyond corporate strategies, a new geopolitical shift is emerging: sovereign AI. Governments worldwide are uneasy about relying on U.S. and Chinese tech giants like OpenAI, Anthropic, or Google DeepMind for critical AI infrastructure.

Europe has taken the lead, with Emmanuel Macron and Ursula von der Leyen pushing for indigenous AI models. India is advancing BharatGPT, designed for multilingual applications in finance, agriculture, and healthcare. At the same time, India's FaceOff Technology is developing multimodal AI systems to combat deepfakes, synthetic frauds, and money laundering.

The rationale is clear: AI is not just a business tool; it is national infrastructure — as vital as electricity or telecom. Control over foundational models is now equated with sovereignty. Fragmentation could create AI "walled gardens," hurting interoperability and weakening global resilience. The future hinges on balancing autonomy with integration.

Even Apple, usually cautious with acquisitions, is now eyeing bold AI moves, including talks around Mistral and Perplexity, as Tim Cook signals openness to major deals, a significant departure from Apple's historical caution.

This shift underscores how critical AI has become. No major tech company can afford to fall behind in what is increasingly seen as the defining infrastructure of the future.

Taken together — Google's AI Mode, Microsoft's Windows 10 sunset, and the global push for sovereign AI — the message is clear: the old architecture of the internet is ending.

The once-familiar system of search engines sending traffic to websites, operating systems offering long-term stability, and global models serving universal needs is breaking apart. The next phase will be more personalized, more secure, but also more contested.

- AI will not just answer questions — it will act.
- Operating systems will no longer tolerate outdated versions.
- Nations will no longer accept dependence — they will demand control.

The "machine web" is no longer a future concept. It has arrived. Whether it leads to an open, resilient internet or a fragmented AI-dominated landscape depends on how businesses, governments, and users respond. What is certain is that the digital era we knew is closing, and a new one has already begun.

Finally, the AI race is about digital sovereignty — nations that lead in AI can transform industries, strengthen security, and expand their global influence.

S. Mohini Ratna
Editor, VARINDIA
mohini@varindia.com

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POWERING DIGITAL GROWTH WITH AI AND QUANTUM-READY INFRASTRUCTURE

Omada
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TP-Link India Contacts:

North
Rajendra Mohanty
M: +91 98711 51116
E: rajendra.mohanty@tp-link.com

South
Sunil Nair
M: +91 96111 13909
E: sunil.nair@tp-link.com

AP & Telangana
Raminder Singh
M: +91 97045 75432
E: raminder.singh@tp-link.com

East
Satish Panda
M: +91 91639 33951
E: satish.panda@tp-link.com

West
Mohit Maheshpuria
M: +91 98199 87178
E: mohit.m@tp-link.com

Nagpur
Abhay Lanjewar
M: +91 95796 46634
E: abhay.lanjewar@tp-link.com

North
Bhushan KR Saxena
M: +91 97174 74061
E: bhushan.kumar@tp-link.com

Banglore
Srikanth S
M: +91 99852 15156
E: srikanth.s@tp-link.com

Hyderabad
Srikant R
M: +91 94825 57627
E: srikanth.r@tp-link.com

East
Abinash Roy
M: +91 95236 53074
E: abinash.roy@tp-link.com

Mumbai
Arvind Tripathi
M: +91 98673 47909
E: arvind.tripathi@tp-link.com

Pune
Sumeet Lambe
M: +91 89995 64587
E: sumeet.lambe@tp-link.com

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> "We don't just sell products - we architect solutions. Our channel-first philosophy of 'we succeed when our partners succeed' has driven 50% year-on-year growth for two decades." -
>
> *Ashok Kumar, Founder & Managing Director, RAH Infotech*

As RAH Infotech celebrates its 20th anniversary, the company stands as a testament to India's rapidly evolving IT distribution landscape. What began as a technology distributor in 2005 has transformed into India's fastest-growing specialty value-added distributor, consistently delivering over 50% year-on-year growth while serving Fortune 500 companies and government agencies across 17 locations.

On this milestone occasion, **VAR India** caught up with **Ashok Kumar, Founder & Managing Director, and Rahul Yadav, Chief Growth Officer,** to decode the success story behind RAH Infotech's remarkable journey from a startup to India's leading cybersecurity and cloud solutions distributor, representing over 30 global technology leaders and serving more than 1,000 enterprises through a robust network of 500+ channel partners.

How RAH Infotech is driving technological adoption and business growth across India, with this what is the road-map for the FY 2025-26?

Ashok Kumar: At RAH Infotech, we've been at the forefront of India's digital transformation for nearly two decades, maintaining over 50% year-on-year growth since 2005. This consistent growth trajectory reflects the trust Indian IT reseller community has placed in our value-added distribution capabilities. We drive technological adoption through end-to-end solutions - consulting, technical assistance, and implementation services - rather than just product distribution. Our network of 500+ channel partners and 1,000+ enterprise customers, including Fortune 500 companies and government agencies, enables comprehensive market reach across every vertical.

The key to our success has been identifying market needs early and introducing cutting-edge technologies from global leaders before competitors. We've consistently anticipated technology shifts - from traditional networking to cloud-first architectures, from perimeter security to zero trust models, and from reactive to proactive cyber defense strategies.

For FY 2025-26, our roadmap focuses on digital infrastructure modernization, cybersecurity excellence, and strategic expansion. We're expanding cloud computing solutions through partnerships with leading vendors and, while doubling down on cybersecurity with innovations like Digital Trishul for executive threat monitoring. We're also strengthening our India and international footprint while focusing on AI, IoT, and machine learning distribution. Our investment in emerging technologies positions us to capture the next wave of digital transformation as Indian enterprises embrace Industry 4.0 and smart infrastructure initiatives.

RAH Infotech boasts a diverse product and solution portfolio, representing some of the world's most renowned technology brands. Can you name the sectors you are addressing?

Ashok Kumar: We serve diverse sectors including BFSI, which drives significant growth through regulatory compliance requirements and digital banking initiatives, government and public sector through massive digitization programs and smart city projects, healthcare with critical data protection and telemedicine infrastructure, hospitality with secure guest networks and contactless solutions, automotive with Industry 4.0 and connected vehicle technologies, education with hybrid learning platforms, manufacturing with operational technology security, and telecommunications with 5G infrastructure and edge computing solutions.

Our comprehensive solution domains span cybersecurity covering network security, endpoint protection, application security, and identity management. We provide networking solutions from infrastructure to SD-WAN, cloud computing

including hybrid and multi-cloud services, data management with backup and recovery solutions, plus application security and performance optimization. We represent industry leaders like Radware, Hitachi Vantara, ForeScout, Trend Micro, Netskope, AlgoSec, BMC, Checkmarx, Commvault, and Varonis, positioning us as a one-stop-shop for complete IT infrastructure needs. This comprehensive approach allows our partners to address complex customer requirements with integrated solutions rather than point products.

Can you share the presence of RAH Infotech in India and the global footprint?

Rahul Yadav: RAH Infotech has built a strong pan-India presence with strategic international expansion. We're headquartered in Gurgaon with our operations spanning across the nation.

We maintain strong pan-India presence through 17 strategic locations covering metros to tier-2 cities, supported by 500+ VARs and system integrators who form the backbone of our distribution network. Our international footprint spans Singapore for APAC operations, UK and Netherlands for European markets, USA for North American partnerships, UAE for Middle East expansion, and Nepal for SAARC regional coverage. This global reach enables us to leverage international best practices while bringing cutting-edge technologies to India first, often ahead of direct vendor entries.

Our geographical strategy focuses on proximity to customers and partners, ensuring rapid response times and local market understanding. Each location houses technical experts who understand regional compliance requirements, language preferences, and business practices. This localized approach has been crucial in government sector wins where understanding state-specific procurement processes and regulatory frameworks makes the difference.

Our employee strength of 228 professionals has grown 12% year-over-year, with one-third being technical experts - a key differentiator in value-added distribution. These technical resources include certified engineers, solution architects, and cybersecurity specialists who provide pre-sales consulting, solution design, and post-deployment support. This combination of local market knowledge and global reach positions us uniquely to serve both multinational corporations and growing Indian enterprises, earning recognition as 'Top APAC Technology Distributor.'

What is the key strategy of RAH Infotech for partner empowerment considering the evolving tech industry?

Rahul Yadav: Partner empowerment remains our success cornerstone. Unlike competitors moving to direct sales, we maintain channel-first approach because partners' success drives ours. This philosophy has created lasting relationships - many partners have been with us for over five years despite industry consolidations and vendor changes. Our strategy centers on technical excellence with one-third technical workforce providing comprehensive training, certifications, and hands-on support, plus business development assistance including partnerships with consulting firms and Big Four companies.

We've invested significantly in partner enablement programs including technical bootcamps, sales methodology training, and market development funds. Our partners receive not just product training but business consulting on market positioning, competitive differentiation, and customer engagement strategies. We also provide demo equipment, proof-of-concept support, and technical resources for large deal closures.

We offer competitive margins, flexible financing through our vendor finance programs, and performance-based incentives including international trips and recognition awards, while generating qualified leads from our Fortune 500 and government relationships. Our lead-sharing model ensures partners get first opportunity on deals in their territories.

As there are increasing demands for cloud-based solutions, how RAH Infotech is equipped with cloud migration framework?

Ashok Kumar: Cloud adoption is now essential for business agility and cost optimization, and we've positioned ourselves as comprehensive enablement partners rather than simple technology distributors. Our framework begins with detailed infrastructure and business assessments, followed by cloud-first strategy development that considers regulatory requirements, data sovereignty, and business continuity needs. We offer hybrid multi-cloud solutions maintaining flexibility between on-premises and cloud workloads through our strategic partnerships with leading cloud and infrastructure vendors.

Our cloud expertise extends beyond basic migration to include application modernization, DevOps integration, and cloud-native architecture design. We help organizations break down monolithic applications into microservices, implement containerization strategies, and establish continuous integration/continuous deployment pipelines for faster innovation cycles.

Security integration is paramount through partnerships with Netskope for Zero Trust Network Access, Saviynt for comprehensive identity governance and administration, and Radware for application protection against DDoS attacks and web threats. Our LT ZERO collaboration addresses comprehensive data storage, automated backup, long-term archiving, and regulatory compliance concerns including GDPR and local data protection

RAHUL YADAV
EXECUTIVE DIRECTOR,
RAH INFOTECH

requirements. We modernize applications to be cloud-native rather than simple lift-and-shift migrations, while providing 24/7 managed services including proactive monitoring, performance optimization, cost management, and security incident response. Industry-specific frameworks address BFSI regulatory compliance, government data sovereignty mandates, and healthcare protection requirements under various privacy regulations.

Can you share RAH Infotech's proactive stance on cyber security solutions?

Rahul Yadav: Cybersecurity is our foundation, not just a solution area. With threats evolving rapidly during geopolitical instability, we've adopted proactive approaches. Our Digital Trishul launch with RiskProfiler.io offers 24/7 dark web and executive monitoring, protecting high-ranking officials from personal cyber threats like credential theft and social engineering.

Through Netskope, we implement Zero Trust Access ensuring "never trust, always verify" authentication. Our comprehensive portfolio covers network security with next-gen firewalls, application security through web application firewalls, data security via Varonis partnership, identity security through Saviynt and Delinea, plus advanced endpoint protection.

Our specialized government and critical infrastructure solutions, combined with SOC capabilities and AI-powered threat intelligence, enable proactive threat hunting rather than reactive responses. We architect comprehensive security postures that are globally best-in-class yet locally relevant to India's threat landscape.

UNDERSTANDING THE SUPPLY CHAIN: A DOUBLE-EDGED SWORD

These days, one frequently hears new-fangled terms and coinages that require some introspection to understand what they really mean. One such term is Supply Chain Management (SCM). Often used in management and economic discussions, SCM refers to the oversight of the entire flow of goods and services—from sourcing raw materials to delivering the final product to the end consumer. It encompasses planning, sourcing, production, logistics, and even handling returns. The goal is to improve efficiency, reduce costs, enhance customer satisfaction, and optimize the overall supply chain. The manager who is overall responsible for Supply Chain management is very important executive in any company. For example: Tim Cook of Apple. He started his career as SCM manager. Because of his unique success, Apple became highly profitable. He was rewarded with the CEO position of Apple after Steve jobs.

Hardly any board meeting, seminar, or speech on business or economics goes without referencing SCM. Dedicated sessions are often held to address SCM issues specific to industries such as IT, pharmaceuticals, and automobiles. For every industry, the components of the supply chain may be different. Yet, there is a common thread that is built into it. In the case of manufacturing, the supply chain begins from sourcing raw materials and ends at retailers' shelves. There are various processes involved in between, which are subsumed into the coinage supply chain.

Every product that comes to market has backward and forward linkages. It cannot come out of the blue. Meticulous planning and execution go into that. Raw materials come from one country or a specific region within the country, the first level of processing takes place in another place, and manufacturing in yet another area. Then products are transported through different modes of transport and finally reach the customers. Multiple organizations and people are involved in a supply chain. There is nothing new in the process. That has been happening since the advent of production, millennia ago. But that happened in a natural way, and no one has paid attention to that and realized the significance of various stages of the supply chain from a management perspective.

How has this suddenly become important? I can cite a few reasons. Foremost is the emergence of globalization, wherein the focus has turned to price competitiveness and quality since people have a wide choice to select a product from anywhere they want, unlike in a closed economy, where choice is limited. I recall writing a piece in this very column years ago about a celebrated book written by a famous monetarist, Milton Friedman. Somewhere in his book, he had compared a closed economy with an open one. He cited an Indian experience of continuing with the same model of cars and other vehicles on Indian roads, which were not fuel-efficient. We all know how long brands like Ambassador and Fiat cars monopolised the Indian car industry and how they exited the Indian market when it was opened up. Market dynamism, therefore, has compelled people to become cost and quality-competitive to stay in the market. SCM has become an effective tool to address price and quality.

In an open market, people produce goods and services for the global market and not necessarily for the domestic market. Products have to traverse long distances to cater to the markets in different countries and continents before reaching the end user. That requires meticulous planning and execution so that the supplied products arrive on time and in good condition. Every movement of the goods in transit -from the raw material stage to the consumption point - has to be tracked and monitored. That needs an elaborate arrangement, involving scrutiny from beginning to end. That is why SCM is important in modern business practices.

Let's briefly look at the origin of the term. Keith Oliver, a management consultant, coined the term Supply Chain Management in 1982. However, the idea behind it likely existed long before, albeit in different forms. I recall reading G.K. Chesterton's famous essay, A Piece of Chalk, in which he explores the origin and manufacturing of chalk. While this may be a simplistic example, it reflects the underlying concept of a supply chain. Another example is Ford Motors, which

DR. ASOKE K. LAHA
Chairman-Emeritus and Founder, InterraIT

revolutionized the automobile industry by introducing the assembly line—one of the earliest large-scale applications of SCM principles.

I have a specific reason for writing about this topic. Discussions around SCM often revolve around two categories of people: those who benefit and those who are adversely affected. My own experience lies in the IT and ICT sectors, where supply chains play a critical role—especially in electronic hardware. Every modern household now has a plethora of gadgets: televisions, refrigerators, air conditioners, computers, smartphones, and more. Many of these devices rely on batteries and rare materials, particularly in electric vehicles and smartphones.

Yet, not many people know where the raw materials for these products come from. Whether it's electric vehicles, wearable tech, or medical equipment like glucometers, the raw materials often originate in developing nations—Latin America, parts of Africa, and Myanmar, to name a few. These countries export rare earth metals and minerals for a pittance. However, once transformed into sophisticated products, their prices skyrocket. The real profit accrues to companies in developed countries, while the mining communities often suffer from low wages, hazardous working conditions, and environmental degradation. This stark imbalance is a darker side of the global supply chain.

This leads to another concept: the weaponization of supply chains. Countries that possess cutting-edge technologies can use them as leverage, denying access to others. A prime example is the semiconductor industry. Chips—essential to everything from smartphones to defence equipment—are produced mainly by countries like the U.S., Taiwan, China, and the Netherlands. These nations can restrict supply, either for strategic reasons or economic advantage, creating disruptions often referred to as trade wars or proxy wars. Supply chain disruption is also prevalent in the food sector. Ghana and the Ivory Coast, for instance, are the world's top cocoa producers—the raw ingredient for a multi-billion-dollar chocolate industry. Yet, farmers earn only a few dollars per kilogram, while multinational chocolate companies make billions. This is another example of how those at the lowest end of the supply chain are often the most exploited.

Why does this happen, despite global concern? The root issues lie in a lack of transparency and the dominance of technological and industrial power by a few countries. Take oil-rich African nations as an example. Over 14 African countries have oil reserves, yet few, apart from Nigeria, have functioning refineries. As a result, they export crude oil at low prices, only to import refined oil at much higher costs. This again illustrates systemic imbalances within global supply chains. Many have proposed solutions, including forming producer cartels to increase bargaining power. While theoretically feasible, such ideas face practical and political challenges and may not offer a universally sustainable solution.

Zoom continues to enhance its AI-first work platform, while also evolving the Zoom Up Partner Program to unlock new opportunities and support partner-led business growth. A standout product line for the India market is the Zoom Phone and Zoom Contact Center.

Vishal Amin, Channel Head – India & SAARC Region, Zoom in a chat with VARINDIA recounts the impact that Zoom Phone's rollout across 6 telecom circles has while also sharing the opportunities that Zoom Contact Center creates for customers and partners –

Zoom Platform: bringing Collaboration, Connection, and Consolidation as one seamless experience

How is Zoom leveraging Agentic AI to drive its next phase of innovation and growth?

We are an AI-first company. We believe in AI across the platform. So, having a unified experience for AI is what we offer. Our AI follows a federated approach. We work with just about anyone and everyone, and we do not use any customer data for our learning. That's the number one key differentiator that we have. Our AI, which is Zoom AI Companion comes to our partners and customers at zero cost. So, we don't charge for our Zoom AI Companion right now. If there is a need for customization, we do have a paid service, but everything else is free for AI right now.

What opportunities does the launch of Zoom Contact Center in India create for your customers and partners?

Zoom Contact Center is a true omnichannel solution in India and globally. When we say omni-channel, it's a one of the few contact centers where you can elevate from a virtual chat to a live chat, a live chat to a phone call, and a phone call to a video call and all of this happens seamlessly.

From the Zoom Contact Center standpoint, we have launched BYOC in India already. We are looking at native, but that announcement will take some time. Again, Zoom Contact Center comes inbuilt with our entire AI suite as well which helps to collaborate, like from Zoom Chat all the way up to Zoom Video. It also helps deliver the Customer Experience that we really want.

Could you give us a brief about Zoom?

Zoom is a fourteen-year-old company as it was founded in 2011. In India, we are about a six and half year-old channel organization. Zoom initially started from meetings and then moved on to a lot of new, different products. We have just introduced Zoom Phone and Zoom Contact Center and have launched a new product called Zoom Workplace for Frontline. We continue to have our Zoom Workplace, which includes the Zoom Meetings, Zoom Chat, and Zoom Rooms. They are the frontrunners for Zoom across India and globally.

Zoom has broken up its platform into two parts - "Employee Experience" and "Customer Experience". Employee Experience basically means when an employee walks into an office, we provide him everything from the front desk to their own desk— check-in, virtual check-in, hot desking, scheduling, meeting rooms, chat, and all of that. Under "Customer Experience," we have Zoom Phone, Zoom Contact Center, Zoom Revenue Accelerator, and our entire Zoom Webinars, Sessions and Events platform.

What has been the impact of Zoom Phone's rollout across 6 telecom circles?

Zoom has expanded to six circles, which are Mumbai, Delhi NCR, Karnataka (Bengaluru), and Andhra Pradesh & Telangana (Hyderabad), Maharashtra, and Tamil Nadu. This has given us strategic coverage across all the metro cities, and predominantly where the technology hubs are present. We do have plans to go into additional circles as well, but those announcements will follow very soon.

Our vision is to make Zoom an AI-first company. Our AI products are across each and every product that we offer, whether it's the Zoom Meetings, Zoom Chat, Zoom Phone, or Zoom Contact Center. We are among the only players in the market that offer AI-first telephony across the entire platform.

How is the Zoom partner ecosystem evolving to support the company's new growth area?

At an APAC level, Zoom has about 2,000 + partners today. With the new Zoom Up 2.0 Partner Program, we have broken our program into metals—enrolled, Silver, Gold, and Platinum. In India, we have two partners who are Platinum - Aion Technologies and Gurusons. As partners, they have invested in learning the technology and building competencies with us. We have also announced three strategic partnerships with Avaya, Mitel, and Meta. Avaya and Mitel have officially announced that Zoom is their transitioning partner from on-prem to off-prem.

How friendly is your channel policy at Zoom Partner Program?

Zoom's channel policy is very transparent and very approachable. We have got three flexible models, and partners can decide where they want to sit. We have the traditional, the Reselling, or the Referral motion. We have also launched the Certified Services program, where a partner can be certified by Zoom to go out and deploy our technology - whether it's Zoom spaces, Zoom Phone or Zoom Contact Center. The last one is Partner-Delivered Programs, where the partner comes onto our books, and we will use them as white-label services to go out and deliver Zoom services on Zoom's behalf.

We have launched two new SPIFFs and rebates for our partners, predominantly for Zoom Phone and Zoom Contact Center. Last, but most importantly, globally we have probably the best NFR program for our partners, where we provide licenses for their own consumption and to demo our products as well.

Maharashtra to offer all citizen services on WhatsApp for easy access

Maharashtra Chief Minister Devendra Fadnavis has announced that all government-to-citizen (G2C) services will soon be accessible through WhatsApp, alongside the existing Aaple Sarkar portal, which already hosts over 997 online services. The move aims to make public services simpler and more accessible by using India's most widely used messaging app.

Citizens will be able to apply for certificates, licenses, and municipal services directly on WhatsApp, ensuring seamless interaction with government departments. Fadnavis also directed officials to standardise dashboards across zilla parishads, municipal corporations, and universities for a uniform user experience, while mandating third-party audits to ensure transparency and service quality.

To bridge the digital divide in rural areas, clusters of villages will be formed with dedicated teams for local service delivery. With WhatsApp integration, multi-channel delivery of services via email, portal, and messaging will further strengthen Maharashtra's leadership in digital governance and citizen engagement.

HPE advances Juniper Networking with agentic AI-powered Mist platform

HPE has announced significant upgrades to its Juniper Networking portfolio, enhancing the AI-native Mist platform with new agentic AI capabilities. Designed to reduce IT complexity and improve user experiences from client to cloud, the advancements mark a key step in HPE's autonomous IT strategy under GreenLake Intelligence.

The updated Mist platform now enables real-time troubleshooting, predictive optimization, and proactive decision-making, shifting IT operations from reactive to autonomous. Enhancements include an advanced conversational Marvis AI assistant for context-driven troubleshooting, expanded self-driving actions for automated remediation of network issues, and the Large Experience Model (LEM) powered by Marvis Minis, which act as digital twins to forecast application problems before they arise.

By extending AI into data center operations through integration with Apstra, HPE aims to deliver continuous assurance and autonomous provisioning. Analysts view these innovations as a milestone in AI-driven networking, positioning HPE as a leader in building self-driving IT infrastructure.

OpenAI to open first India office in New Delhi

ChatGPT-creator OpenAI will establish its first India office in New Delhi later this year as it deepens its presence in one of its fastest-growing markets. India has emerged as OpenAI's second-largest market globally, driven by surging adoption among students, developers, and businesses.

The company has already registered a legal entity and begun building a local AI team to collaborate with developers, enterprises, government agencies, and academic institutions. CEO Sam Altman said India's strong talent pool, vibrant developer ecosystem, and government-backed IndiaAI Mission make it an ideal hub for AI innovation.

OpenAI has launched India-focused offerings, including the affordable ChatGPT Go subscription at ₹399/month with UPI support, OpenAI Academy with MeitY, Indic language support in GPT-5, and a "Study Mode" for students. While competition from Google Gemini and Perplexity AI looms, India's young digital population positions it as a key market for OpenAI's global ambitions.

LinkedIn bets on video ads to woo enterprise marketers

LinkedIn is accelerating its video advertising push through its rebranded BrandLink program, adding more publishers, creators, and branded shows to attract enterprise marketing investment. Companies like AT&T Business, IBM, SAP, and ServiceNow are sponsoring the debut season of four creator-led series, including Small Business Builders, Founder's Blueprint, AI in Action, and The CEO Playbook.

Originally launched as the Wire Program in 2023, BrandLink expanded earlier this year to include creators, enabling pre-roll ads and revenue sharing. Since then, more than 70 publishers and creators—including BBC Studios, TED, the Economist, and Vox Media—have joined. LinkedIn reports creator participation has nearly doubled since 2021.

The strategy is paying off: BrandLink revenue grew nearly 200% in Q2 2025, with publisher payouts tripling year-on-year. Video views are up 36%, underscoring LinkedIn's ambition to make video a centerpiece of its advertising growth.

Apple explores AI acquisitions to catch up with rivals

Apple is reportedly considering major artificial intelligence acquisitions to strengthen its position in the global AI race. According to reports, the company has internally discussed potential bids for French startup Mistral and U.S.-based AI search firm Perplexity. The move marks a shift from Apple's traditionally cautious acquisition strategy, following CEO Tim Cook's recent hint at pursuing larger AI-related deals to accelerate innovation and future product development.

Mistral, known for its open-source large language models, is one of Europe's most valuable AI startups, recently valued at $6 billion and eyeing a possible $10 billion raise. Perplexity, backed by Jeff Bezos and Nvidia, has emerged as a strong challenger in AI-driven search but denied awareness of merger talks with Apple.

Neither Apple nor Mistral has commented publicly, but industry observers view the potential acquisitions as a sign of Apple's growing AI urgency. Meanwhile, Perplexity AI has announced plans to pay millions of dollars to media outlets as part of a new revenue-sharing framework.

boAt and HrdWyr put India on the semiconductor map with Indus 1011

India's semiconductor sector marked a milestone with the launch of the HrdWyr Indus 1011, the country's first fully indigenously designed, high-volume branded chip. Developed by semiconductor startup HrdWyr in partnership with boAt, and supported by Tata Electronics for assembly and testing, the launch underscores India's growing capabilities across the semiconductor value chain.

The Indus 1011, featuring advanced intelligent battery management, will debut in boAt's upcoming premium TWS charging cases in 2026. This makes boAt the first Indian audio wearables brand to back a domestic startup at the semiconductor stage, signalling a bold move toward ecosystem enablement and product differentiation.

HrdWyr designed the chip with new IPs for low power and high reliability, while Tata Electronics completed the loop with domestic packaging and testing. The collaboration represents a proof point for India's Atmanirbhar Bharat vision and strengthens its global semiconductor ambitions.

HCLTech partners with Thought Machine to accelerate AI-driven banking transformation

HCLTech has entered a global partnership with Thought Machine to modernize banking systems worldwide, helping institutions transition from legacy infrastructure to AI- and cloud-powered digital operations. Central to this initiative is Thought Machine's Vault platform, a next-generation cloud-native core banking and payments solution that automates operations, enhances efficiency, and enables personalized customer experiences.

HCLTech will provide full-stack transformation services through Vault-certified teams, global fintech Centers of Excellence (CoEs), and a strong DevSecOps framework. A dedicated global CoE for Vault Core and Vault Payments will focus on delivering modular, scalable, real-time solutions for banks of all sizes, fostering agile and future-ready financial ecosystems.

Randy McFarlane, Thought Machine's Global Head of Partnerships, said the collaboration enables banks to adopt intelligent, self-optimizing systems. Sudip Lahiri, EVP at HCLTech, added that the partnership aligns with HCLTech's vision of autonomous banking, unlocking operational efficiency, reducing friction, and accelerating time to market for financial institutions globally.

Government e-Marketplace achieves ₹15 lakh crore GMV milestone

The Government e-Marketplace (GeM) has achieved a major milestone by surpassing ₹15 lakh crore in cumulative Gross Merchandise Value (GMV) since its launch in 2016. Designed as a unified online procurement portal, GeM has transformed public procurement by ensuring transparency, efficiency, and inclusivity across central and state departments, PSUs, and autonomous bodies.

The platform facilitates the purchase of goods and services across diverse sectors such as technology, healthcare, education, and infrastructure. With participation from startups, MSEs, and self-help groups, GeM has emerged as a catalyst for digital governance and inclusive growth. Officials note that its success reflects the growing adoption of digital procurement practices, supporting the government's Digital India and Ease of Doing Business missions.

GeM CEO Mihir Kumar said the milestone underscores the platform's rising trust among stakeholders. Future plans focus on simplifying processes, expanding participation, and strengthening alignment with Atmanirbhar Bharat and Make in India.

Capgemini to acquire Cloud4C, strengthening cloud managed services portfolio

Capgemini has signed an agreement to acquire Cloud4C, a leading provider of automation-driven managed services for hybrid and sovereign cloud environments. Founded in 2014, Cloud4C has a 1,600-strong team specializing in platform-based services with AI operations, automation, and vertical-specific cloud frameworks. Its offerings include consulting, stack migration, hybrid cloud sovereignty, disaster recovery, cybersecurity, compliance, and end-to-end managed services.

The acquisition will expand Capgemini's footprint in the fast-growing cloud managed services market, enabling the Group to develop industry-specific frameworks, IP, and generative AI solutions for seamless cloud management. It also opens immediate cross-selling opportunities and strengthens Capgemini's SAP leadership by combining Syniti's data expertise with Cloud4C's SAP cloud management capabilities.

Capgemini CEO Aiman Ezzat said the deal complements Capgemini's long-standing SAP partnership, while Cloud4C Chairman Sridhar Pinnapureddy noted the move will accelerate global scale and innovation, creating greater value for clients worldwide.

India Unveils Mission Sudarshan Chakra

India has unveiled its ambitious Mission Sudarshan Chakra, a next-generation air defence system modeled on Israel's famous Iron Dome, but enhanced with AI, quantum computing, advanced missile technologies, and real-time surveillance systems. This project, described as both a "shield and sword" by Chief of Defence Staff General Anil Chauhan, is part of a 10-year defence modernization plan aimed at redefining India's military technology capabilities.

Speaking at Ran Samvad, a tri-services seminar at the Army War College in Mhow, Madhya Pradesh, General Chauhan said the Sudarshan Chakra missile defence system would protect critical infrastructure, strategic civilian zones, and nationally important assets from enemy air attacks. Unlike existing missile defence systems, it is envisioned as a dual-use platform that can intercept threats while launching counterstrikes in near real time.

He emphasized that India's recent lessons from Operation Sindoor, a modern conflict scenario, have accelerated the need for civil-military integration, joint doctrine development, and technology-driven battle readiness. He noted that tomorrow's wars will demand seamless coordination across land, sea, air, cyber, and space domains, requiring India to be prepared for hybrid warfare and AI-powered combat.
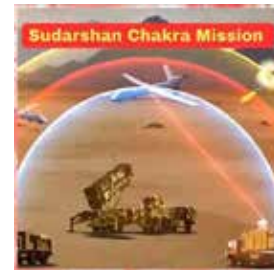
Rashi Peripherals strengthens enterprise presence with full Dell Technologies solutions

Rashi Peripherals Limited (RP Tech) has announced its authorization to distribute Dell Technologies' complete range of solutions, including client, server, storage, and networking, across both metro and non-metro markets in India. Leveraging its nationwide partner ecosystem, RP Tech aims to expand Dell's market reach and provide enterprises with streamlined access to advanced technology solutions.

The company will deploy its network of Business Development Managers and presales professionals to engage new channel partners and end customers. Rajesh Goenka, CEO of RP Tech, called the collaboration a strategic milestone, strengthening the firm's ability to deliver end-to-end solutions while reinforcing its position as a leading ICT distributor.

The alliance enhances RP Tech's existing portfolio and aligns with its roadmap of building a comprehensive distribution platform. RP Tech also plans to invest in partner training, enablement programs, and market development to support growing enterprise and AI-driven technology needs nationwide.

J&K Govt bans pen drives and WhatsApp in cybersecurity push

In a decisive move to strengthen cybersecurity, the Jammu and Kashmir government has banned pen drives across all departments and prohibited WhatsApp for official communication. The order, issued by Commissioner Secretary M. Raju (General Administration Department), follows a surge of cyberattacks during Operation Sindoor, launched after the Pahalgam terror strike that killed 26 people.

Officials cited risks of malware infections, data breaches, and espionage linked to pen drives and unsecured platforms like WhatsApp and iLovePDF, which compromise data sovereignty. The ban applies to all government offices, including the Civil Secretariat and Deputy Commissioner Offices.

During the attacks, several websites—particularly in the power sector—were targeted, with some still offline. Union Power Minister Manohar Lal Khattar disclosed that over two lakh cyberattacks hit India's power sector. The J&K government's directive is aimed at enforcing cyber hygiene and protecting critical digital infrastructure from foreign threats.

SonicWall expands its cybersecurity portfolio with new firewalls

SonicWall has introduced nine new firewalls as part of its Generation 8 portfolio, taking a pivotal step in delivering a cybersecurity platform purpose-built for Managed Service Providers (MSPs), Managed Security Service Providers (MSSPs), and the customers they serve.

This announcement underscores SonicWall's commitment to delivering integrated cybersecurity solutions that address today's threat landscape from the endpoint to the local network to the cloud. The Generation 8 portfolio strengthens SonicWall's ability to deliver simplified, scalable, and affordable solutions, empowering partners to offer uncompromising, world-class security. SonicWall's latest firewalls combine advanced protection, intelligent cloud management, Zero Trust security, and expert-backed services for a single monthly price. The Generation 8 refresh is part of SonicWall's integrated approach to deliver outcomes, not just infrastructure. SonicWall's platform combines hardware, software, managed services, flexible billing, and deep third-party integrations to help partners scale efficiently and protect customers at every edge.

Rubrik launches 'Agent Rewind' to undo AI agent errors

Cybersecurity firm Rubrik has unveiled Agent Rewind, a new tool designed to help organisations identify, audit, and reverse errors made by autonomous AI agents. The launch comes shortly after Rubrik completed its acquisition of AI infrastructure provider Predibase. Powered by Predibase's technology, Agent Rewind provides enterprises with visibility into AI agents' actions and the ability to roll back undesired changes to applications and data. The solution is targeted at sectors such as banking, financial services and insurance (BFSI) and healthcare, where regulatory compliance and transparency are paramount.

"In highly regulated sectors in India... maintaining transparency is critical," said Satish Murthy, Chief Technology Officer for India and the Asia Pacific and Japan region at Rubrik. "The ability to safely rewind AI actions will give companies the confidence to experiment with generative and agentic AI without fear of irreversible mistakes."

Acer launches Nitro Lite 16 in India for gamers, students, and creators

Acer has expanded its Nitro series with the launch of the Nitro Lite 16, a slim, high-performance laptop tailored for gamers, students, and content creators. Combining immersive visuals, cutting-edge hardware, and a refined aesthetic, the Nitro Lite 16 aims to deliver an all-around experience for users seeking both power and portability.

The laptop features a 16-inch IPS display with a 16:10 aspect ratio and WUXGA (1920x1200) resolution, offering 100% RGB colour accuracy and a refresh rate of up to 180Hz. With vivid colours, sharp contrast, and smooth visuals, it is ideal for gaming, media consumption, and content creation. The Pearl White finish, Nitro branding, and built-in webcam with privacy shutter add to its modern and secure design.

Powering the Nitro Lite 16 is up to 13th Gen Intel Core i7-13620H processors and NVIDIA GeForce RTX 4050 Laptop GPU, enabling seamless multitasking, high-performance gaming, and AI-driven creative work.

HP Omen 16 (2025) Gaming laptop debuts in India

HP has officially launched the Omen 16 (2025) gaming laptop in India, priced at ₹1,29,999, bringing cutting-edge hardware and AI-driven features to competitive gamers and esports enthusiasts. Part of HP's premium Omen gaming series, the new laptop is designed for high-performance gaming, smooth multitasking, and advanced customization options.

The HP Omen 16 (2025) is available with the latest Intel Core Ultra processors or AMD Ryzen AI processors, paired with an Nvidia GeForce RTX 5070 Ti GPU and 12GB of dedicated graphics memory. With up to 170W CPU power and 115W GPU power, the laptop delivers exceptional performance for AAA titles, esports, and AI-accelerated gaming experiences. HP has integrated Omen Light Studio, enabling per-key RGB lighting customization, allowing players to personalize their setup for both style and function. The exclusive "Unleashed Mode" further optimizes system performance and heat dissipation, ensuring consistent gaming speeds even under heavy workloads.

Wipro and Google Cloud launch Agentic AI solutions across industries and functions

Wipro has announced the successful completion of its generative AI agent-building initiative with Google Cloud, delivering 200 production-ready AI agents across Healthcare, Banking, Insurance, Retail, Manufacturing, and IT industries. This is another step in the long-standing collaboration between Wipro and Google, enabling joint clients to tap into the full potential of AI agents.

"This milestone highlights the depth of innovation possible on a shared vision," said Debashish Ghosh, Global Head, Google Cloud Ecosystem, Wipro Limited. "By leveraging client proximity through our delivery teams, we have been able to surface real customer challenges—enabling us to identify high-impact AI agent use-cases that drive meaningful innovation. Wipro's industry expertise and engineering scale, combined with Google Cloud's AI leadership, have resulted in tangible solutions that are already making a difference for enterprise customers."

The initiative with Google is focused on developing intelligent agents that enhance customer experience, improve business processes across industries, and unlock new opportunities for innovation.

GitHub launches Agents Panel to streamline workflows and redefine Copilot collaboration

GitHub has unveiled a new Agents panel, designed to help developers delegate and track tasks with GitHub Copilot directly from any page on GitHub.com. The feature, announced today, is available immediately to all paid Copilot subscribers across Pro, Pro+, Business, and Enterprise plans. The Agents panel acts as a lightweight overlay, positioned as a "mission control center" for agentic workflows on GitHub. It enables developers to assign background tasks, monitor progress in real time, and review pull requests without disrupting their existing work.

By entering a natural language prompt and selecting a repository, users can instruct Copilot to create a plan, draft code changes, run tests, and prepare a pull request—all from within the panel. The goal, GitHub said, is to allow developers to stay in flow while Copilot handles coding tasks in the background. The Copilot coding agent is also integrated across other platforms, including VS Code, GitHub Mobile, JetBrains IDEs, Visual Studio, and the GitHub MCP Server, ensuring collaboration across environments.

Cloudera announces Cloudera Data Services to bring Private AI to the data center

Cloudera has announced the latest release of Cloudera Data Services, bringing Private AI on premises and giving enterprises secure, GPU-accelerated generative AI capabilities behind their firewall. With built-in governance and hybrid portability, organizations can now build and scale their own sovereign data cloud in their own data center, eliminating security concerns. Cloudera is the only vendor that delivers the full data lifecycle with the same cloud-native services on-prem and in the public cloud.

This release brings the benefits of Cloudera Data Services to an organization's data center. Users can significantly reduce infrastructure costs and streamline data lifecycles, boosting data team productivity. They can also accelerate workload deployment, enhance security by automating complex tasks, and achieve faster time to value for AI deployment. In addition to improved practitioner experience and enterprise readiness, users now get cloud-native agility behind their firewall, allowing them to scale efficiently without sacrificing security.

Oracle unveils global Exadata Database that stays online even during outages

Oracle has introduced its next-gen Globally Distributed Exadata Database built on Exascale Infrastructure, a major leap in cloud computing, AI-powered workloads, and data resilience. This powerful new cloud service—hosted on Oracle Cloud Infrastructure (OCI)—offers unmatched high availability, real-time data synchronization, and compliance with global data residency laws, making it a key solution for mission-critical applications across industries like finance, healthcare, telecom, e-commerce, and AI research.

What sets this launch apart is its ability to keep applications online even during regional outages—without complex failover configurations or costly downtime. By using serverless architecture, the database automatically scales up or down to handle dynamic workloads, from transaction-heavy fintech platforms to AI model training and real-time analytics. The system employs Raft-based replication combined with Exascale's elastic performance, ensuring near-zero data loss and instant failover across multiple OCI regions. This makes it an ideal solution for stock trading apps, digital payment platforms, retail marketing engines, and image recognition tools that can't afford a single moment of disruption.

Hikvision Brings AI-Powered WonderHub to Classrooms

Hikvision India has launched WonderHub, an advanced interactive display built for next-gen smart classrooms. Powered by WonderOS 4.0, the flagship solution focuses on simplifying teaching, boosting creativity, and tackling classroom challenges faced by both educators and IT teams.

The WonderHub Select Series comes with industry-leading specs — an AI chip, 8-core CPU, 8GB RAM, and 128GB storage. Teachers can run multiple apps, write, and present simultaneously without lag or screen freezes. Running the latest Android OS with Google apps, the device ensures seamless use with zero extra training.

With WonderOS 4.0, classrooms gain smarter teaching tools: easy logins via card swipe or password, intuitive wireless screen sharing, and natural writing with pen-palm separation. Over 20 built-in tools and templates enhance student engagement.

AI-driven features like AI Identify, AI Q&A, and AI Meeting transform lesson delivery, enabling instant explanations, real-time answers, captions, and summaries. Together, WonderHub and WonderOS 4.0 promise a powerful, intelligent ecosystem for future-ready education in India.

Samsung unveils Galaxy Book4 Edge powered by Snapdragon X at Rs 64,990

Samsung has introduced its AI-powered Galaxy Book4 Edge. The laptop, powered by a Qualcomm Snapdragon X processor and featuring Microsoft Copilot+, has been designed to function as an integral part of the Galaxy AI ecosystem, as it allows seamless continuity between smartphone and PC. The laptop sports a sleek 15-inch display with a 1080p HD camera and WiFi 7 connectivity. Samsung also claims that the Galaxy Book4 Edge is created with a variety of recycled materials, including plastics, glass, and aluminum. It is available in a new Arctic Blue colourway.

The Galaxy Book4 Edge also gets features like Link to Windows, which helps users mirror the screens of their smartphones on the laptop, and other features like Multi Control and Second Screen, enabling users to enjoy seamless continuity between their smartphone and laptop to increase efficiency. The laptop also enhances real-time communication with popular Galaxy AI services like Chat Assist and Live Translate.

Fortinet expands FortiCloud with identity, secure storage, and communication services

Fortinet has announced a major expansion of FortiCloud, its global cloud infrastructure. The latest release introduces FortiIdentity, designed for cloud-delivered identity management for hybrid teams, and two new beta services, FortiDrive and FortiConnect, to provide enterprise-grade secure storage and protected communications. Each service is tightly integrated into the Fortinet Security Fabric, giving organizations security-native alternatives to point products often dependent on bolt-on security. This announcement builds on Fortinet's continued investment in its global hybrid-cloud infrastructure, including company-owned data centers.

"FortiIdentity, FortiDrive, and FortiConnect, are key milestones in our vision to build a unified global cloud network that brings enterprise-grade security directly into the way teams manage access, store, share, and communicate. These new services extend the power of the Fortinet Security Fabric into everyday productivity and access control, reinforcing our strategy to simplify security operations, reduce vendor sprawl, and empower hybrid work at scale," says Michael Xie, Founder, President, and Chief Technology Officer at Fortinet.

Adobe launches Acrobat Studio that combines Acrobat, Express and AI

Adobe has unveiled Acrobat Studio, a new platform that brings together Adobe Acrobat, Adobe Express and AI agents to make work more productive and creative. The launch marks a major step in transforming the PDF from a static format into a dynamic, conversational knowledge hub.

Acrobat Studio introduces the following features:
- PDF Spaces: Within Acrobat Studio, PDF Spaces act as dynamic work environments that turn collections of files and websites into conversational knowledge hubs.
- Acrobat Pro tools: The new platform integrates all the capabilities of Acrobat Pro, such as editing PDFs, scanning hard copies, e-signing contracts, redacting sensitive information, and comparing documents.
- Adobe Express tools: Beyond document management, Acrobat Studio allows users to design infographics, presentations, flyers, and social media posts with built-in Adobe Express tools.

Vivo Marks 30 Years with First Mixed Reality Headset

Vivo celebrated its 30th anniversary at the Vivo Vision Launch Event in Dongguan by unveiling its Vivo Marks 30 Years with First Mixed Reality Headset

first mixed reality (MR) headset — the Vivo Vision Discovery Edition. This milestone marks Vivo's official entry into spatial computing, immersive technology, and extended reality (XR), making it the first Chinese smartphone brand to launch an MR device.

Powered by OriginOS Vision, the headset features intuitive gesture controls, eye tracking, and immersive 8K binocular visuals via dual Micro-OLED displays with 94% DCI-P3 coverage. Weighing only 398 grams, it is 26% smaller than average MR headsets, ensuring comfort for gaming, entertainment, education, and professional use.

Vivo also announced a revamped imaging strategy and expanded its imaging ecosystem, showcasing leadership in AI-driven imaging and mobile photography. At the event, winners of the 2025 Vivo VISION+ Mobile PhotoAwards were revealed.

With this launch, Vivo aims to challenge Apple Vision Pro, Meta Quest, and Samsung MR headsets, signaling a new era of Chinese innovation in XR technology.

Majority Approves Bharti Hexacom's ₹1,134 Crore Tower Transaction

Bharti Hexacom Ltd has received shareholder approval to sell its mobile tower assets worth ₹1,134 crore to its sister concern, Indus Towers Limited. The resolution, which involved a significant related party transaction, was passed with 88.28% shareholder votes during the company's 30th Annual General Meeting (AGM).

The sale of mobile towers is expected to strengthen telecom infrastructure and optimize operations for the Bharti Airtel group. However, Telecom Consultants of India (TCIL), which holds a 15% stake in Bharti Hexacom, opposed the deal citing valuation concerns. Despite this, the majority of institutional and retail shareholders supported the proposal, making it a key step in Bharti's broader strategy to consolidate assets within its telecom ecosystem.

With this approval, Bharti Hexacom aims to strengthen its partnership with Indus Towers, one of India's largest telecom tower infrastructure providers, ensuring better network coverage, 5G readiness, and cost efficiency across key markets.

Spotify Launches 'Messages' Feature to Simplify Music, Podcast, and Audiobook Sharing

Spotify has introduced a new in-app Messages feature that lets users share music, podcasts, and audiobooks directly with friends and family. Designed to enhance social engagement, Spotify Messages creates a dedicated space within the app to recommend content and keep track of shared favorites.

Spotify's new Messages feature gives users full control over their sharing experience. You can accept or reject requests, block users, and even opt out entirely through Settings. Messages must follow Spotify's Terms of Use and Platform Rules, and users can easily report harmful or illegal content directly from chats. To protect privacy, all conversations are secured with industry-standard encryption both in storage and transit.

This feature also benefits artists, podcasters, and authors by boosting music discovery, podcast recommendations, and audiobook sharing through genuine word-of-mouth. Rolling out in select markets, Spotify Messages works on mobile devices and helps users spark conversations around the content they love.

Pixel 10 Pro Fold tipped to be first fully water and dust resistant foldable

Google's next-generation foldable, the Pixel 10 Pro Fold, may be in line for a significant leap in both durability and performance, according to leaked details reportedly sourced from an internal specification sheet.

The unconfirmed report, published by German outlet WinFuture, outlines several standout upgrades. Most notably, the device is expected to become the first foldable smartphone to earn an IP68 rating, providing full protection against dust and water immersion. If accurate, this would represent a major engineering feat in a category long challenged by hinge vulnerabilities and environmental exposure.

In addition to enhanced protection, the Pixel 10 Pro Fold is also said to feature UFS 4.0 storage, marking the first such upgrade for a Pixel device since the Pixel 6 series. While everyday users may not notice dramatic speed differences, the faster storage format enables more efficient app loading, file transfers, and multitasking. Storage options are expected to include 256GB, 512GB, and 1TB variants.

Foxconn Pivots from iPhones to AI Servers Amid Soaring Demand

Foxconn, the Taiwanese manufacturing giant long known as Apple's primary iPhone supplier, is making a bold shift toward artificial intelligence (AI) infrastructure. The company is transforming its factory floors to produce high-performance AI servers—critical for powering data centers, cloud computing, and advanced generative AI applications.

This strategic pivot comes as global demand for AI infrastructure skyrockets, fueled by large language models, real-time analytics, and enterprise AI adoption. By producing servers equipped with GPUs, high-speed networking, and advanced cooling systems, Foxconn is positioning itself as a key hardware player in the AI ecosystem.

To accelerate this transformation, Foxconn has partnered with industry leaders including Nvidia, Supermicro, and Dell. Beyond AI, the company is also eyeing growth in electric vehicles (EVs) and humanoid robotics, reflecting a broader diversification strategy. Analysts view this move as Foxconn's evolution from a consumer electronics assembler into a critical enabler of the digital and AI-driven economy.

Amazon Shut Down Android Appstore After 14 Years

Amazon officially shut down its Android Appstore on August 20, 2025, ending a 14-year run. Launched in 2011 as a challenger to Google Play and Apple's App Store, the platform once enabled Android users to download apps, buy games, and make in-app purchases using Amazon Coins, a digital currency that provided discounts.

Despite its initial promise, the Appstore never achieved significant traction against its rivals. Over time, its user base became concentrated on Amazon's Fire tablets and Fire TV devices rather than mainstream Android smartphones. With demand steadily declining, Amazon redirected its focus toward strengthening its Fire ecosystem, where engagement remained stronger.

Following the shutdown, apps downloaded via the Appstore on Android devices began to face reliability issues. Users no longer received updates or security patches, leading to potential performance, compatibility, and security concerns. As a result, Android users had to transition to alternative marketplaces such as Google Play to ensure uninterrupted access to essential apps and services.

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RAH Infotech Partners with LT ZERO to Expand Data Storage Solutions in India

RAH Infotech, a leading value-added distributor in India, has entered into a strategic distribution partnership with LT ZERO, a global provider of secure and scalable data storage solutions. Under this collaboration, RAH Infotech will distribute LT ZERO's advanced data protection, backup, archiving, and long-term storage solutions across India, enabling organizations of all sizes to manage critical data with efficiency, reliability, and cost-effectiveness.

Johnny Tan, General Manager – India and SAARC at LT ZERO, highlighted that RAH Infotech's strong channel network, customer trust, and deep market insights make them the ideal partner for growing LT ZERO's footprint in India.

The partnership aims to strengthen data security and empower businesses to tackle the challenges of modern data management, including compliance, scalability, and rising storage demands. Ashok Kumar, Founder and Managing Director of RAH Infotech, emphasized that LT ZERO's solutions are a strong addition to their portfolio, enhancing their ability to deliver world-class data protection technologies to partners and customers.

Through this alliance, RAH Infotech will leverage its technical expertise and expansive distribution ecosystem to deliver enterprise-grade storage solutions, helping businesses achieve data security, scalability, and digital resilience in today's rapidly evolving IT landscape.

Iris Global Targets ₹4,000 Cr Revenue in FY 2025–26 with multiple initiatives

Iris Global Services, one of India's leading IT distribution companies, announced its ambitious plan to achieve ₹4,000 crore revenue in FY 2025–26, building on its ₹3,200 crore turnover from FY 2024–25. The roadmap was unveiled during its National Sales Meet (NSM 2024–25) in NCR, where leadership, OEMs, and over 10,000 channel partners discussed strategies for growth.

The company, which recorded 20% YoY growth last year, is now aiming for 23% growth by strengthening OEM alliances with global technology leaders like Dell, HP, HPE, LG, Panasonic, Xerox, and Acer. It is also expanding its portfolio with emerging brands such as Nokia, Techmint-X, and Digital Life.

Iris Global's strategy focuses on digital adoption across key verticals including education, e-governance, banking, and defense. The company already supports 2,000+ government projects and collaborates with Tata ClassEdge to drive smart classroom adoption nationwide.

In addition, Iris Global launched a Third-Party Division offering "from pin to plane" sourcing solutions and reinforced its commitment to the 'Make in India' initiative, partnering with domestic OEMs like HFCL, Sparsh, Exatron, MapleCloud, and Haltdos. By shifting from transactional sales to consultative, solution-based engagement, Iris Global is positioning itself for sustainable long-term growth.

Redington & Protofusion 3D Deploy HP Multi Jet Fusion 5600

Redington, a leading integrated technology solutions provider and Fortune India 500 company, has partnered with Protofusion 3D Pvt. Ltd. to install the HP Multi Jet Fusion (MJF) 5600 3D printing solution in India. This collaboration marks a significant step toward transforming digital manufacturing, particularly for automotive, aerospace, robotics, and high-performance consumer product sectors.

The HP MJF 5600 empowers Protofusion 3D to provide agile, scalable solutions for low to mid-volume production. By removing traditional barriers like tooling and setup costs, the technology enables rapid prototyping, seamless iteration, and faster scaling of production, addressing critical challenges in industries that demand speed, precision, and cost efficiency.

Protofusion 3D Founder & Director Aakash Sangwan emphasized that HP's MJF technology helps businesses accelerate product development cycles while ensuring agility and quality. Redington Vice President – Digital Printing, Ramesh K S, added that the partnership reflects Redington's commitment to strengthening advanced digital manufacturing capabilities and helping industries innovate, optimize supply chains, and reduce time-to-market.

Innovation and Camaraderie Mark TAIT TechConnect 2025 in Goa

The much-awaited TAIT TechConnect 2025, presented by Savex Technologies, concluded successfully at Radisson, Candolim, Goa, bringing together technology leaders, innovators, and TAIT members for two days of learning, collaboration, and celebration.

The event opened with TAIT President Rushabh Shah highlighting the association's vision of delivering quality content in a relaxed environment. The Directors played key roles in ensuring smooth execution, logistics, and member engagement. Day one featured insightful keynotes, sponsor sessions, and a lively panel discussion on "Innovation – How Essential is it for

Business Growth," moderated by Shah and featuring leaders from NComputing, BD Soft, D-Link, J5Create, Mahavir Syspower, and Belkin. Members also shared perspectives, enriching the dialogue. The evening ended with a Hawaiian-themed poolside gathering fostering camaraderie among members and families.

Day two featured technical sessions and demos from Savex Technologies, Bitdefender, D-Link, j5create, Belkin, NComputing, Wacom, and Schneider Electric, with strong partner support from Mangal Compusolution and Slone Infosystems. Attendees explored display zones, interacted with experts, and discussed collaboration opportunities.

Balancing business with leisure, the event also offered family activities, beach outings, and games. In his closing note, Shah thanked all stakeholders, reaffirming TAIT's commitment to empowering members through technology, collaboration, and shared experiences.

CADYCE Redefines Digital Connectivity with Cutting-Edge, User-Friendly Tech Solutions

CADYCE continues to raise the bar with its next-gen, high-performance solutions designed to meet the evolving needs of the modern digital world. Known for its innovation, reliability, and user-first approach, CADYCE remains a top choice for seamless tech integration across India.

Specializing in a diverse product portfolio that includes USB-C hubs, docking stations, HDMI adapters, Thunderbolt-compatible devices, networking equipment, charging cables, and power delivery solutions, CADYCE ensures every product is optimized for speed, durability, and universal compatibility.

"At CADYCE, we understand that the future is wireless, fast, and interconnected. That's why we continue to invest in plug-and-play solutions that enhance productivity, whether at work, home, or on the move. Our mission is to empower users with future-ready tools that support the demands of a digital lifestyle," said Mr. Gautam Shah, Managing Director of CADYCE.

CADYCE's advanced HDMI and USB solutions are designed to support 4K resolution, high-speed data transfers, and multi-device connectivity, making them ideal for tech-savvy consumers, corporate users, gamers, and content creators. With strong R&D and a focus on cutting-edge technology, CADYCE ensures that all its products comply with the latest industry standards.

The brand is also actively expanding its reseller and dealer network across India and participating in major technology expos and trade shows to display its innovations and build lasting industry relationships.

With an unwavering focus on quality, performance, and ease of use, CADYCE continues to be a trusted name for connectivity solutions that enhance digital experiences across devices and platforms. For more information on CADYCE's latest product lineup, visit the official website or connect with authorized dealers across India.

COOL BYTES

Elon Musk launches 'Macrohard' to rival Microsoft with AI-first software vision

Elon Musk has unveiled Macrohard, a new initiative under his xAI venture, positioned as a direct competitor to Microsoft. Branded as a "purely AI software company," Macrohard aims to replicate the functions of a global software giant using multi-agent AI systems instead of human employees.

The project will leverage xAI's Colossus 2 supercomputer cluster in Memphis, powered by millions of Nvidia GPUs, to deliver outcome-based computing. Instead of traditional apps, users will be able to input prompts such as "Build me a financial model with a CFO-ready deck," with AI generating results instantly. Musk framed the effort as both a challenge to Microsoft's $3 trillion dominance in productivity software and a statement on the future of digital services. While promising cheaper, faster, and more adaptive tools, Macrohard faces hurdles including technical reliability, competition from Microsoft and Google, and ethical concerns over jobs, IP, and bias.

Microsoft restricts Chinese firms from cybersecurity program after SharePoint attacks

Microsoft has curtailed the participation of several Chinese firms in its cybersecurity early-warning program following concerns that shared intelligence may have been misused in recent cyberattacks targeting its SharePoint servers.

The move comes after a wave of intrusions recently that Microsoft and security researchers linked to China-backed actors, though Beijing denied involvement. Alarm grew when it emerged that exploitation attempts began on July 7, the same day Microsoft notified program members of a SharePoint flaw. Experts suggested an insider could have leaked the details.

In response, Microsoft suspended some Chinese firms from receiving "proof-of-concept code," technical samples meant to help defenders but also useful for attackers. The company stressed it enforces strict compliance and removes violators. The restrictions highlight the challenge of balancing global collaboration in cybersecurity with preventing insider misuse amid rising state-linked threats.

Bill Gates-backed Field AI hits $2 billion valuation with $405 million funding

Robotics startup Field AI, backed by Bill Gates, has secured $405 million across two major funding rounds, pushing its valuation to $2 billion. The investment drew support from Nvidia's NVentures, Bezos Expeditions, Intel Capital, Temasek, Khosla Ventures, and Canaan Partners.

Founded just two years ago by former NASA JPL scientist Ali Agha, Field AI develops AI-powered robotics for industries such as construction, logistics, and energy. Its technology enables seamless global robot deployment, tackling challenges like labour shortages, automation demands, and workplace safety.

Agha called the funding an "aha moment" for the robotics sector, citing the convergence of advanced AI software with robotics hardware. Field AI has expanded rapidly, hiring over 100 professionals in recent months, with talent from DeepMind, Tesla, SpaceX, Amazon, and NASA. The funding underscores growing investor confidence in AI-driven automation as Field AI positions itself as a leader in next-gen intelligent robotics.

Washington's Big Bet on Intel:
A Turning Point for U.S. Chips and Industrial Policy

In a break with long-standing U.S. policy, the federal government is taking a 10% equity stake in Intel— converting unspent CHIPS Act grants and defense funding into shares and a conditional warrant. The move is designed to keep Intel's foundry under American control, stabilize a strategically important firm, and accelerate on-shore capacity. The implications for Intel, its customers, and U.S. industrial policy are profound.

THE DEAL THAT CHANGED THE CONVERSATION

In a move that startled markets and policy circles alike, Intel announced last week that the U.S. government would take roughly a 10% equity stake in the company. The investment, worth nearly $9 billion, comes not through new appropriations but by converting unspent CHIPS Act funds and defense allocations into stock. Intel confirmed it has already received $5.7 billion in cash, while the remainder and certain conditions are still being worked out with the administration.

Beyond the numbers, this is a remarkable shift. The United States, which has traditionally avoided taking direct ownership stakes in publicly listed technology companies, is stepping squarely into corporate finance to achieve strategic aims. The partnership gives Washington not just financial exposure, but also a degree of influence over Intel's most critical business: its foundry operations.

The deal also carries an unusual safeguard. If Intel ever ceded majority control of its foundry, the government could exercise a warrant to buy an additional 5% at a pre-set price. The intent is clear: prevent Intel from spinning off or selling the unit, a move that might serve investors in the short term but undermine national strategy in the long run.

WHY WASHINGTON MOVED

At the core of the decision is a blunt strategic reality. Semiconductors have become the backbone of economic competitiveness and national security. From cloud computing and AI models to fighter jets and missile systems, advanced chips are indispensable. Yet, over the past three decades, the U.S. allowed its domestic manufacturing base to erode, depending heavily on East Asian foundries for leading-edge chips.

The CHIPS and Science Act of 2022 sought to reverse that decline by offering grants and tax credits to companies building fabs on U.S. soil. But grants have limits. They are slow to disburse, subject to performance gates, and provide little leverage if a recipient later restructures in ways contrary to national interests.

By converting grants into equity, the

government signals a new approach. This is not just about subsidizing jobs or ribbon cuttings. It is about embedding industrial policy into corporate structure. Washington now has a stake—literally—in whether Intel's foundry expansion succeeds and stays under American control.

It also creates a signaling effect. Potential Intel customers, especially those designing cutting-edge AI chips, now see the U.S. government as a co-investor. That makes it harder to doubt Intel's long-term commitment to the foundry business.

WHY INTEL ACCEPTED

For Intel, the deal is as much about survival as strategy. Chief Executive Pat Gelsinger has spent the past four years trying to rebuild the company's process technology lead, expand contract manufacturing, and reposition Intel for the AI era. That transformation is massively expensive, with new fabs underway in Arizona, Ohio, and Europe.

Cash matters in this turnaround. The $5.7 billion infusion gives Intel more breathing room at a time when it is burning through capital. More importantly, the equity structure is faster and less conditional than waiting for staggered CHIPS Act grants. It strengthens Intel's balance sheet and reassures partners that its ambitious roadmap won't collapse for lack of funding.

Equally significant is the political shield. Intel has long faced pressure from investors to spin off its foundry business to unlock shareholder value. The new warrant makes such a move costly and politically fraught, allowing management to focus on execution rather than corporate restructuring battles.

There are risks too. A visible U.S. government stake may complicate relationships with some international customers who fear entanglement with U.S. policy. Intel will need to demonstrate that its fabs remain commercially neutral platforms even with Washington as a shareholder.

A BROADER SHIFT IN U.S. INDUSTRIAL POLICY

The implications extend well beyond Intel. For decades, the United States resisted the kind of state-capital partnerships common in Asia and parts of Europe. Industrial support usually took the form of research funding, tax credits, or at most conditional subsidies.

This deal breaks that mold. By holding stock, Washington is aligning its financial interests with long-term competitiveness rather than one-off disbursements. If Intel succeeds, the government shares in the upside. If Intel falters, Washington has more leverage to prevent a strategic collapse.

It also sets a template. Officials have already suggested that similar equity-based

DONALD TRUMP
PRESIDENT, USA

support could be applied to other firms in the semiconductor value chain and even in AI infrastructure. That raises profound questions: is the U.S. inching toward a sovereign investment model, akin to the "golden shares" used in Europe or the strategic stakes China maintains in key firms?

The political debate is already heated. Proponents argue this is a pragmatic response to global competition and a recognition that markets alone cannot deliver secure supply chains. Critics warn of creeping statism, politicized corporate governance, and the risk of picking winners. Either way, the precedent is here to stay.

WHAT IT MEANS FOR THE SEMICONDUCTOR INDUSTRY

The immediate impact will be felt in the foundry market. Intel has long struggled to persuade big customers like Nvidia, Apple, or Amazon to entrust their most advanced designs to its fabs. With Washington backing, Intel gains credibility. The government's involvement signals that Intel's foundry is not going anywhere, which may help break the chicken-and-egg problem of securing anchor customers.

For rivals TSMC and Samsung, the deal raises competitive stakes in the U.S. market. Both already face hurdles from export restrictions and geopolitical risk. Now they must contend with a domestic competitor enjoying explicit government backing.

Upstream suppliers—from lithography toolmakers to chemical providers—also stand to benefit. A financially stabilized Intel means steadier orders for equipment and materials, encouraging more of the supply chain to localize production inside the U.S.

Customers, particularly in AI and defense, may be the biggest beneficiaries. Having a

secure, domestically controlled option for leading-edge chips reduces dependency on Taiwan and South Korea. That diversification could lower strategic risk, even if Intel's pricing or yields lag in the short term.

WHAT LIES AHEAD

Several signposts will determine whether this experiment works.

First is execution. No amount of capital or political backing can substitute for technical success. Intel must prove it can hit process milestones, achieve competitive yields, and deliver on time. The government may provide a runway, but the company still needs to fly.

Second is market adoption. Watch closely which companies sign long-term deals with Intel Foundry over the next 12–18 months. Securing even a handful of marquee AI or defense customers would validate the strategy and trigger a virtuous cycle of trust and volume.

Third is policy replication. If Washington extends equity investments to other players, this will mark the birth of a new industrial policy toolkit—less about grants, more about strategic shareholding. That could reshape how investors and entrepreneurs think about building businesses in strategic sectors.

Finally, global reactions matter. Allies like Taiwan, South Korea, and Japan may recalibrate their own incentive packages in response, while competitors will use the U.S. stake as justification for further state involvement. What began as an exceptional deal with Intel could accelerate a broader trend toward government-backed industrial blocs in semiconductors.

CONCLUSION: A BET WITH WIDE CONSEQUENCES

The U.S.–Intel deal is not just a bailout, nor is it a routine subsidy. It is a calculated gamble that directly ties national security goals to the fortunes of a single company. For Intel, it offers breathing room, credibility, and protection from break-up pressures. For Washington, it represents leverage, accountability, and a financial claim on the future of domestic chipmaking.

Whether this becomes a model or a cautionary tale depends on Intel's next moves. If the company executes its turnaround and secures marquee customers, the government's stake could look visionary. If not, Washington may find itself part-owner of a struggling giant, and critics of industrial policy will be quick to pounce.

What is certain is that the deal has already changed the conversation. By stepping into Intel's shareholder register, the U.S. has signaled that semiconductors are too important to be left entirely to markets. That choice may well define the next era of American industrial strategy.

VARs: Steering the Digital Era as Transformation Leaders

The technology landscape is undergoing one of the most profound shifts in decades, fuelled by the rapid acceleration of digital transformation and the mainstream adoption of artificial intelligence (AI). Enterprises today are no longer content with incremental improvements; they are reimagining business models, processes, and customer engagement strategies to stay competitive in a hyper-digital marketplace. At the center of this transition lies a critical force often working behind the scenes—Value-Added Resellers (VARs). Far from their traditional role as intermediaries, VARs have become strategic partners, enabling original equipment manufacturers (OEMs) and technology vendors to meet evolving enterprise demands with agility and innovation.

A defining marker of this new era is Gartner's prediction that by 2030, nearly 80% of enterprise applications will be powered by multimodal AI, up from less than 10% in 2024. This leap underscores the scale of transformation underway, as generative AI evolves to process and synthesize text, images, audio, video, and numerical data into actionable intelligence. Industries such as healthcare, finance, and manufacturing will be profoundly reshaped, with enterprises gaining real-time insights, predictive recommendations, and enhanced operational efficiency. Beyond AI, emerging technologies like quantum computing, blockchain-based digital identity, and advanced automation are also set to redefine industries and unlock new business opportunities in 2025 and beyond.

For VARs, this transformation is both a challenge and an opportunity. The challenge lies in moving beyond the perception of being mere resellers to establishing themselves as trusted transformation leaders who design, implement, and manage complex digital solutions. The opportunity comes from their unique position as a bridge between OEMs and enterprises, giving them the ability to translate cutting-edge technologies into tangible business outcomes. Increasingly, VARs are delivering AI-powered, cloud-enabled, and security-driven end-to-end infrastructure solutions that align with global innovation standards while addressing the local needs of enterprises.

Recognizing this pivotal role, this issue of VARINDIA puts the spotlight on leaders driving this transformation. These individuals are not only building expertise in critical domains such as hybrid cloud, cybersecurity, wireless networks, and data storage but are also redefining leadership by inspiring innovation and guiding their organizations through digital disruption. Their vision, adaptability, and ability to align with shifting technology trends mark them as true catalysts of change in the IT ecosystem.

Against this backdrop, VARINDIA sought insights from prominent VARs to understand how they are building expertise in emerging technology areas, evolving from resellers to transformation partners, and identifying new growth opportunities in FY 2025–26 and beyond. At the same time, discussions explored the challenges they face, from market pressures to the shortage of skilled technical experts. Complementing this, leading OEMs shared their perspectives on the evolving role of VARs as transformation leaders, the integration of technologies such as AI, cloud, and edge computing into their offerings, and how they are empowering partners in a market where direct-to-enterprise models are gaining traction. Together, these perspectives provide a holistic view of how VARs are stepping up as indispensable transformation leaders in today's dynamic technology ecosystem.

Embedding AI and cloud to power next-gen business transformation

Our growth is being driven by several high-impact emerging technologies. Key areas include AI and Generative AI, where we are embedding intelligence into predictive analytics, AIOps, SecOps, and CRM. Cloud modernization is foundational, with hybrid and multi-cloud architectures playing a key role in enhancing customer agility. In cybersecurity and Zero Trust, we offer a comprehensive suite of products, platforms, and solutions. Our focus areas include SOC modernization, managed detection and response (MDR), and regulatory compliance.

Observability is critical, especially in B2C domains like BFSI and payment processing, where uptime, latency, and app performance metrics directly affect CSAT, churn, and brand value. We also offer full-stack GRC platforms covering the entire compliance spectrum. To build expertise, we are investing in Centers of Excellence (CoEs) in AI, Cloud, and Security, forging strategic partnerships with hyperscalers, OEMs, and AI-first startups, and driving upskilling through certifications, labs, and innovation pilots.

Our role has evolved beyond resale—we now operate as solution integrators, managed service providers, and transformation partners, often engaging early in the digital strategy lifecycle. Looking ahead to FY 2025-26 and beyond, we see strong opportunities in public sector and BFSI modernization, AI-led automation, data privacy, SMB digitization, and IP-led platforms. We continue addressing talent shortages and integration challenges through training, unified platforms, and automation.

ANUJ GUPTA
CEO & DIRECTOR (INDIA, SEA, ME) - HITACHI SYSTEMS INDIA

Accelerating security transformation with emerging tech and consultative approach

At Netpoleon India, we are witnessing exponential traction in emerging areas like Network Access Control (NAC), Secure Access Service Edge (SASE), OT Security, Next-Gen SIEM, and Email DLP. These are not just buzzwords—they form the backbone of modern enterprise security frameworks, especially in a post-pandemic, cloud-first, hybrid work environment. To build expertise, we've invested heavily in solution engineering, technical certifications, and pre-sales enablement. Our aim is to empower Indian enterprises to adopt a proactive security posture that spans IT to OT and endpoints to the cloud. We also conduct CISO roundtables, technical bootcamps, and partner development programs to support the ecosystem.

The term 'distributor' no longer reflects our role. Netpoleon India has evolved into a true value-added distributor and cybersecurity advisor. We focus on solving real security gaps through consultative selling, integration support, compliance mapping, and co-managed services for technologies like NAC, SASE, and SIEM. Clients now see us as transformation partners who help de-risk digital journeys and drive security modernization.

Looking at FY 2025–26 and beyond, India's digital push, smart cities, and data localization are creating growing demand for OT protection, Zero Trust architectures, email and data security, and visibility into industrial control systems. While there's a real talent crunch in areas like OT and advanced SIEM correlation, we address it through our internal Cybersecurity Enablement Program and by curating only the most effective, enterprise-ready solutions backed by deep technical validation.

MOHAN KUMAR TL
DIRECTOR, NETPOLEON INDIA

TTBS empowers SMEs as a trusted digital transformation partner

The digital landscape is evolving rapidly, with AI, automation, cloud computing, IoT, 5G, and cybersecurity shaping the future of business. Tata Tele Business Services (TTBS) is at the forefront of this transformation by simplifying digital adoption for SMEs and offering industry-specific smart solutions helping them build operational efficiency and enhance customer experience. With the rising need for agile and remote-ready workplaces, we have introduced innovations like Smartflo UCaaS, which brings together voice, video, and collaboration on the cloud, and expanded our security portfolio with Smart Internet and Secured Cloud Connect to deliver real-time threat detection and encrypted access. Our role has evolved from being a plain reseller to a long-term transformation partner. Rather than offering standalone products, we now provide bundled solutions that combine connectivity, security, and cloud enablement in a single package, reducing complexity and cost. Smart Internet integrates malware protection and application prioritization, while Smartflo UCaaS delivers unified communication and CRM-driven insights. With iManage and 24/7 managed services, we ensure SMEs have continuous support for digital adoption.

The SME segment does face challenges, from limited budgets and cybersecurity vulnerabilities to resistance to change, and a shortage of skilled professionals. To address this, we provide intuitive, secure, and easy-to-deploy solutions, supported by 24/7 managed services and consultative engagement. Looking ahead, we see tremendous opportunities in cloud adoption, AI-driven automation, cybersecurity, and last-mile connectivity, especially across tier-2 and tier-3 markets, where digital penetration is accelerating.

ADITYA KINRA
VICE PRESIDENT, TATA TELESERVICES

Insight advances digital excellence through ISMAC and MSSP focus

At Insight, our growth is guided by five strategic pillars under the ISMAC framework—Infrastructure, Security, Mobility, Analytics, and Cloud. In Smart Infrastructure, we focus on OT/IoT integration, network modernization, automation, and intelligent facility management to help enterprises build agile, scalable digital foundations. Our cybersecurity practice is built around Zero Trust architecture, Managed Detection and Response (MDR), and identity governance, supported by our 24x7 NOC/SOC facility for real-time threat detection and response. With Intelligent Mobility, we enhance productivity across hybrid environments through secure access, modern workplace solutions, and endpoint security. In Platform Analytics, we leverage AI/ML, predictive models, and edge intelligence to enable real-time decision-making. For Hybrid Cloud, our CloudOps team ensures secure, scalable, and cost-optimized deployment across public, private, and on-prem platforms.

We have evolved from a reseller to a digital transformation partner by aligning technology with business outcomes. Our engagements start with consulting-led discovery and IT assessments to co-create transformation roadmaps, embedding cybersecurity, edge intelligence, and hybrid cloud orchestration by design.

In FY 2025–26 and beyond, we see strong growth in MSSP services, SOC-as-a-Service, and edge analytics in sectors like BFSI, pharma, logistics, and mid-market GCCs. We are also building smart campuses by integrating infrastructure, automation, and mobility. To address the talent gap, we invest in internal incubation, strategic hiring, OEM-led training, and hands-on labs, ensuring deep expertise and customer-ready delivery.

NEEL SHAH
FOUNDER & CHAIRMAN,
INSIGHT BUSINESS
MACHINES PVT. LTD.

AI enablement and cloud governance anchor Crayon's transformation journey

At Crayon, we see AI-driven analytics, FinOps, and secure multi-cloud management as pivotal to our growth. As businesses adopt more complex digital ecosystems, there is an increasing need to optimize software investments and improve governance. We are investing in building deep capabilities around AI enablement and software intelligence, not just from a tool standpoint but also from a people and process perspective. By combining our global frameworks with local market insights, we are equipping our teams and partners to deliver measurable business outcomes.

Our role has moved well beyond resale. Today, our focus is on being a trusted advisor who can guide clients through the lifecycle of their digital investments. Whether it is helping an enterprise rationalize cloud spend or enabling an SMB to adopt AI ethically and efficiently, we approach it from a strategy-led perspective. This demands closer collaboration with business stakeholders and stronger alignment between technology decisions and long-term goals.

Looking ahead to FY 2025–26 and beyond, we see strong momentum in AI democratization, cloud cost governance, and managed security services. We see opportunity in helping ISVs and mid-market enterprises accelerate innovation while staying compliant and cost-efficient. A key challenge is the widening skills gap, particularly in cloud architecture, AI implementation, and data protection. We are addressing this through structured upskilling programs, regional centers of excellence, and by simplifying technology choices with clear, customized roadmaps.

VENKATARAMAN D.,
VP - SALES &
STRATEGY,
CRAYON SOFTWARE
EXPERTS INDIA

Strengthening partner ecosystem through CBF and advanced solutions

At RP Tech, we see strong momentum across AI-powered computing, hybrid cloud, cybersecurity, and AI data center solutions. These technologies are not only shaping the future of IT infrastructure but also redefining technology consumption across enterprise verticals. We have strategically expanded our portfolio with AI-enabled laptops and PCs to meet the growing demand for intelligent, productivity-first devices. Additionally, our collaborations with global OEMs have helped us stay ahead of the curve, translating innovation into accessible, scalable solutions for end users. We are also investing heavily in capability building. From channel roadshows like CBF to internal technical trainings, we ensure our sales team and partners are fully equipped to position and support advanced solutions.

Over the last 36 years, we have emerged as a value-added distribution partner by moving beyond product fulfilment to becoming solution enablers, delivering after-sales support, integration capabilities, and go-to-market acceleration. Our Channel Business Forum (CBF), which spans 50+ cities, empowers local partners with insights into new technologies, demos, use cases, and hands-on enablement. This consultative approach is especially critical in Tier 2 and Tier 3 markets where we act as both knowledge provider and technology catalyst.

Looking ahead to FY 2025–26 and beyond, accelerating digital adoption across SMBs and the public sector presents significant opportunities. With 50+ branches and 10,000+ partners, we are well-positioned to scale high-impact solutions. While skill gaps remain a challenge, we are addressing them through continuous skilling, enablement programs, and ecosystem empowerment.

RAJESH GOENKA
CEO, RASHI
PERIPHERALS LIMITED

Arrow PC pioneers next-gen transformation with AI, cloud, and edge

At Arrow PC Network, our growth is being driven by high-impact technologies like generative AI, hybrid cloud architectures, and edge computing. We've established a dedicated in-house Innovation Lab where cross-functional teams actively experiment with AI-powered automation and real-time analytics use cases. Our strategic partnerships with leading hyperscalers, combined with tailored upskilling programs, ensure our teams stay ahead of the curve. By embedding these technologies into proof-of-concepts for key clients, we're able to rapidly iterate, validate, and scale solutions that deliver measurable business impact.

Our role has evolved from being a transactional reseller to a strategic transformation partner. Instead of just fulfilling hardware and software requirements, I now work closely with clients on their digital strategy, design complete infrastructure blueprints, and co-lead implementations with our professional services team. This consultative approach allows us to share both the risk and success of delivering mission-critical outcomes. In the coming years, we anticipate strong momentum in AI-powered cybersecurity, cloud-native migrations, and green-IT initiatives. Industries like healthcare and manufacturing will demand integrated IoT-to-edge frameworks and quantum-ready data environments. To meet these demands, we are delivering scalable, modular solutions that balance innovation with operational efficiency. While talent shortages remain a challenge, we address this by fostering a culture of continuous learning—through mentorship, AI/cloud bootcamps, and rotational exposure—ensuring our teams stay agile, skilled, and ready to deliver at scale.

GURPREET SINGH
FOUNDER AND MD,
ARROW PC NETWORK

Niveshan leads AI-driven transformation of India's digital assets

We are at the forefront of building India's most vital digital assets, from government data centers to smart city frameworks, with AI and ML deeply integrated into their core. Our vision moves infrastructure from reactive to predictive, automating operations, ensuring efficiency, and designing future-proof systems through data-driven intelligence. We don't operate as a traditional reseller; we are Digital Transformation Partners delivering outcomes, not just products—turning hardware into AI-optimized, predictive, self-managing platforms for national-scale challenges.

The opportunities in FY 2025-26 and beyond are immense: leading next-generation sovereign data centers, advancing AI-powered smart city ecosystems, enabling data sovereignty with edge computing, and driving AI-powered governance across critical public services. We see transformative potential in deploying integrated command and control centers, predictive traffic management, and resource optimization to make our cities truly responsive and efficient. We are shifting focus from simply building digital highways to introducing intelligent traffic control for India's digital journey.

Challenges like rapid tech evolution, cybersecurity threats, and the global shortage of niche experts are real, but we overcome them through modular, software-defined infrastructure, a 'Security by Design' approach, and a strong talent strategy. Through our in-house Niveshan Training Academy, partnerships with leading academic institutions, and a mission-driven culture, we attract and grow top talent. Every project for the Government of India is both proof of our expertise and a learning ground, ensuring India's digital future is built on an intelligent, unshakable foundation.

KUMAR BACHCHAN
FOUNDER & MD,
NIVESHAN TECHNOLOGIES
INDIA PVT. LTD.

Modernizing enterprises with AI, data, low-code, and sustainability

We see AI, low-code development, data & analytics, and sustainability solutions as the four key pillars of future enterprise transformation. We are actively building AI-enabled enterprise applications using Microsoft Dynamics 365, Power Platform, and Azure OpenAI. Our focused Copilot Enablement Strategy involves developing reusable AI agents and industry-specific copilots that automate repetitive tasks, enhance decision-making, and boost productivity. Our Data & AI Center of Excellence supports enterprise-grade implementations of predictive analytics, customer intelligence, and robust data governance frameworks. To build deep expertise, we continue investing in certified consultants and agile service delivery models that enable faster rollouts and cross-functional collaboration across industries. We've evolved from providing transactional IT services to becoming a strategic transformation partner. We co-create modernization journeys in close alignment with Microsoft's roadmap, offering vertical-specific IPs, modular SaaS solutions, and AI-powered copilots. Our services span the entire lifecycle—from solution consulting and cloud migration to AI adoption, change management, and post-implementation optimization. We also run AI workshops, community knowledge sessions, and training-as-a-service programs to help customers accelerate readiness.

We see strong momentum in modernizing legacy systems with Dynamics 365, enterprise AI adoption, unified data governance, and sustainability reporting. We plan to expand our ISV presence on Microsoft AppSource, launch new SaaS accelerators, and grow across APAC, ANZ, the U.K., UAE, and U.S. To overcome the tech talent gap, we invest in AI certifications, low-code training, agile delivery, and global-local execution.

DEVESH AGGARWAL
CEO, COMPUSOFT
ADVISORS

LDS Infotech drives digital transformation with cybersecurity, cloud, and AI

At LDS Infotech, our growth trajectory is being strongly propelled by early alignment with high-impact and emerging technology trends. The key areas driving our expansion include Cybersecurity with Zero Trust Architecture at the core. We've built a dedicated security division focused on SASE, EDR/XDR, SIEM, SOAR, Threat Intelligence, Cloud Workload Protection, and Identity Access Management. We are certified partners with several cybersecurity OEMs, and our specialists regularly upskill through hands-on labs, sandbox testing, and OEM-led training.

In Cloud and Hybrid Infrastructure, LDS is delivering multi-cloud solutions across AWS, Azure, and GCP, managing cloud-native deployments, and providing cost governance and compliance frameworks. We've established a Cloud Center of Excellence, where cloud architects and DevOps engineers design scalable and secure workloads. We're also integrating AI/ML and data analytics into security and IT operations, from predictive monitoring to risk-based user behaviour analytics. In OT and IoT security, especially for manufacturing and infrastructure clients, we're bridging the IT-OT gap with asset discovery, segmentation, anomaly detection, and compliance hardening.

Our evolution from a traditional reseller to a transformation partner includes leading consultative workshops, digital maturity assessments, and delivering end-to-end managed services. Looking ahead to FY 2025–26 and the next three years, we see strong opportunities in CSP/MSSP offerings, Tier 2/3 market expansion, vertical-focused solutions, AI integration, and ESG technology.

AMARNATH SHETTY
MANAGING DIRECTOR,
LDS INFOTECH PVT. LTD.

TechnoBind strengthens cybersecurity play with consulting-led, outcome-driven model

At TechnoBind, our growth is increasingly anchored in cybersecurity, where the threat landscape is evolving faster than ever. We are seeing increased enterprise focus on application security, external attack surface management, and AI-driven threat detection. Solutions from vendors like Outpost24 for vulnerability management, BeyondTrust for endpoint privilege security, and Thales for data protection are shaping enterprise defense strategies. Our approach has always been anticipatory—we bring cutting-edge global technologies like Druva, Quest, and Infotrend into the country early, aligned with evolving customer needs. This proactive positioning, along with our Centers of Excellence and domain-led teams, is driving our evolution into a consulting-led services player offering deeper technical and architectural advisory.

TechnoBind was founded on the premise of specialist distribution, and over time, we've become a critical enabler in helping partners deliver business-aligned outcomes. As customers shift from tool adoption to outcome delivery, we help partners build offerings that address real-world use cases like ransomware recovery, secure access, and data governance. With strong pre-sales engagement, technical consulting, and services integration, we support solution design, PoCs, and managed services readiness. Our hybrid engagement model—as both advisor and implementer—adds real value as technologies grow more integrated. Cybersecurity in mid-market and regulated sectors presents significant opportunities. We address the talent gap through technical mentoring, lab simulations, and co-sell support, enabling scalable, secure deployments.

HARIKRISHNA PRABHU
COO, TECHNOBIND SOLUTIONS

Driving enterprise-ready AI and cloud transformation at Udtechs

At Udtechs, several emerging technologies are propelling our growth. Generative AI is being rapidly adopted across enterprises for use cases such as AI copilots, chatbots, content generation, and document automation. Cloud-native architectures and multi-cloud integration are also key, providing the scalable infrastructure needed for AI, data, and app modernization. AI-powered automation and hyperautomation are helping businesses streamline operations, while secure and responsible AI practices—focused on governance, compliance, and ethics—are becoming critical differentiators.

We're building expertise across these domains through structured talent transformation initiatives. This includes upskilling architects, developers, and consultants in AI, MLOps, and data engineering, and creating multidisciplinary teams that combine domain and tech knowledge. We're also forming strategic partnerships with technology vendors, co-developing go-to-market solutions, and running client-focused AI workshops, PoCs, and scalable MVPs using modular architectures.

Our role as a System Integrator (SI) has evolved from being a technology reseller to a transformation partner. Clients today expect business outcomes, not just tools. We now help them define AI roadmaps, co-create solutions—such as AI-enhanced supply chains or GenAI-based underwriting—and deliver measurable results. Looking ahead, FY 2025–26 and beyond will offer immense opportunity across AI, cloud, automation, and transformation. While talent shortages and rapid tech evolution remain challenges, we are addressing them through aggressive upskilling, reusable accelerators, client readiness services, and strategic alliances.

KUNAL KATKORIA
DIRECTOR - SALES AND TECHNOLOGIES, UNIFIED DATA-TECH SOLUTIONS

Transforming classrooms and workspaces with scalable AI solutions

At Ensonic, through our brand Ekin, our growth is driven by emerging technologies such as AI-powered collaboration tools and hybrid cloud infrastructure. We're actively exploring Generative AI for personalized learning and real-time content enhancement, while also tracking blockchain for secure certification and content delivery. To build expertise, we invest in continuous technical training, maintain over 10 experience centres as innovation hubs, and partner with technology leaders to stay ahead. Our focus is on setting up AI Labs and AI Hubs—turning complex technologies into practical, user-friendly solutions that create real impact across education and corporate sectors.

Our role has evolved from a traditional OEM to a true transformation partner for our Resellers and System Integrators. We don't just supply technology—we design, implement, and support complete digital ecosystems tailored to client needs. Whether it's smart classrooms, hybrid collaboration setups, or integrated learning environments, we add value through customization, training, and comprehensive end-to-end support.

FY 2025–26 and the next three years offer significant opportunities in EdTech innovation, hybrid workspace transformation, and strategic expansion into tier 2 and 3 cities. Despite ongoing challenges such as budget constraints and a shortage of skilled professionals—especially in smaller towns—we focus on simplifying complex solutions, investing in local talent development, and offering hands-on enablement through our network of experience centres. This ensures inclusive, accessible, and scalable technology adoption across all market segments.

MINAL BHAGAT
CO-FOUNDER & DIRECTOR, ENSONIC COMPUTECH PVT. LTD.

Quadra builds future-ready enterprises with GenAI and cloud expertise

Our growth is being driven by two interconnected technology areas: Applied AI, especially Generative AI, and Intelligent Cloud Architecture. We see these not as separate domains but as two sides of the same coin—AI providing intelligence and cloud delivering the scalable, secure foundation for it. We are building expertise through dedicated Centres of Excellence across Microsoft, AWS, and Google ecosystems, early adopter programs with hyperscalers such as AWS Bedrock, proprietary frameworks like Quadra AIM, and a culture of continuous learning backed by technical certifications.

Equally important is our evolution from a traditional VAR to a true Transformation Partner, which represents the most fundamental shift in our 25-year journey. We have moved from fulfilling transactions to engaging in strategic dialogue about client ambitions, from IT metrics to business outcomes, and from selling individual products to orchestrating entire ecosystems. This shift has elevated our role from IT departments to boardrooms, where we now architect the future of our clients' businesses.

Looking ahead, we see opportunities in enterprise-scale GenAI adoption and governance, DPDPA-driven compliance and data sovereignty, industry-specific cloud solutions, and sustainable IT. The biggest challenge remains the complexity of the technology landscape and shortage of deep expertise. We address this by acting as strategic architects and by cultivating a resilient, long-tenured team whose institutional knowledge and mentorship culture remain our greatest strength.

PRASHANTH SUBRAMANIAN,
CO-FOUNDER & DIRECTOR, QUADRASYSTEMS. NET INDIA PVT. LTD.

Empowering cybersecurity ecosystems through innovation and partner enablement

As a leading Value-Added Distributor (VAD) in the cybersecurity space, we are driving sustainable growth by leveraging emerging technologies such as AI-powered threat detection, cloud security, and Zero Trust architecture. Our expertise is built through continuous partner enablement, investments in training, certifications, and strong collaborations with global OEMs. We focus on securing cloud platforms and supporting Zero Trust adoption, enabling our partners to deliver advanced, future-ready solutions. Through a combination of technical support, pre- and post-sales services, and market development efforts, we empower partners to succeed in an increasingly complex threat landscape.

Our evolution from a traditional reseller to a true Value-Added Distributor reflects our commitment to providing more than just products. Today, we deliver complete cybersecurity and IT solutions by integrating consulting, customization, training, and ongoing support. As customer environments become more sophisticated, we position ourselves as strategic partners—driving innovation, operational efficiency, and enhanced security maturity. Our role is no longer transactional but collaborative. We co-create value with our partners and customers to help them navigate digital transformation securely and confidently. In FY 2025–26 and over the next three years, we see strong demand for cybersecurity solutions driven by digital transformation, data privacy laws like India's DPDP, and increased regulatory focus. We are expanding into Tier 2 and Tier 3 markets and addressing talent shortages through dedicated enablement and certification programs.

ZAKIR HUSSAIN RANGWALA
CEO, BD SOFTWARE DISTRIBUTION PVT. LTD.

Ingram Micro India reshapes channel with Xvantage and emerging tech

At Ingram Micro India, we see significant growth in cloud services, cybersecurity, AI/ML-driven solutions, data center infrastructure, and edge computing. With enterprises and SMBs across India rapidly embracing digital transformation, these technologies are no longer niche. To support this momentum, we have invested heavily in building domain-specific Centers of Excellence, along with strong pre- and post-sales services. Our digital platform, Xvantage, is also emerging as a central hub to deliver emerging technology solutions at scale by seamlessly connecting vendors and the IT Channel.

The role of distribution has fundamentally changed—we are no longer just moving boxes but driving business outcomes. Ingram Micro India has embraced this shift by evolving into a fully digital platform organisation. We have moved beyond transactions to provide services such as Financial Solutions, e-Waste Recycling and IT Asset Disposition, Professional Services, and Marketing Services. Additionally, we are offering tailored industry solutions for key verticals like hospitality and healthcare, enabling partners to deliver complete digital transformation journeys.

FY 2025-26 is shaping up to be a pivotal year, with growth driven by cloud and subscription-based IT consumption, AI-integrated infrastructure, and cybersecurity solutions amid initiatives like Digital India, Make in India, 5G rollout, and rising adoption in tier-2 and tier-3 cities. At the same time, challenges such as skill shortages, rapid tech obsolescence, and price competition persist. We are addressing these through training, certifications, and enablement initiatives, while Xvantage simplifies complexity and accelerates partner growth.

VISHAL HEGDE
DIRECTOR – SALES,
INGRAM MICRO INDIA

OEM INSIGHTS

VARs becoming pivotal in accelerating Digital Transformation

"Value Added Resellers play a crucial role in accelerating digital transformation. They help customers choose the right solutions, implement them effectively, and ensure long-term value. At Hitachi Vantara, VARs play a critical role in expanding market reach by delivering tailored data infrastructure and digital solutions tailored to our customer needs. Their local market knowledge, technical depth, and customer focus allow us to expand efficiently into diverse markets. They support us across the full customer lifecycle, propelling our cutting-edge technologies such as data storage, analytics, and hybrid cloud solutions in helping businesses modernize, scale, and succeed with digital transformation.

Enabling VARs Technically & Commercially

We are enabling partners to build strong expertise in next generation technologies such as Generative AI, cloud repatriation, and hybrid infrastructure. These are central to digital transformation goals today. Through our Product Showcase program, we provide partners with demo units and resources to offer proof of concept workshops and technical demonstrations directly from their locations. We also support them with joint go to market planning, training sessions, and marketing content. This combination of technical and commercial enablement helps them deliver solutions faster, increase customer trust, and play a more active role in driving business outcomes.

We work closely with each partner based on their core strengths, whether that is selling, delivering, or implementing. Our focus is on helping them grow through access to training, tools, and market opportunities. These collaborations with our partners strengthen our positioning and garner widespread reach for our market offerings."

DARSSHAN SOMAIYA
HEAD OF STRATEGIC
PARTNER & ALLIANCES
FOR INDIA AND THE SAARC
REGION, HITACHI VANTARA

VARs emerging as the true Transformation Leaders in the industry

"The swift moving technology world has made transformations in the way they engage with their business partners and Value-Added Resellers (VARs) have firmly established themselves as true transformation leaders. Breaking beyond the image of strategic advisors, VARs are now bridging the gap between cutting-edge technology and practical business application. Their unique position enables them to understand their clients' nuanced needs and provide tailored solutions that accelerate innovation and digital maturity. The global VAR IT market was valued at approximately USD 11.8 billion in 2024 and is projected to grow to USD 21.5 billion by 2033, with a CAGR of 7.5%. The numbers clearly show the growth and the increasing reliance businesses place on VARs to lead complex digital transformations and ensure technology investments translate into long-term business outcomes.

Role of VARs transforming

Change is the only constant factor in business growth which means more technology vendors will be seen embracing direct-to-enterprise (D2E) strategies which also means the role of the VAR is not diminishing—it is evolving. With vendors pursuing direct engagements with large enterprise clients, VARs continue to provide unmatched value through their localized presence, deep domain expertise, and their swift ability to offer integrated services. Their ability to provide solutions, continuously managing complex regulatory regimes, and establishing long-term relationships makes them invaluable, when it comes to mid-market and underserved areas. In the future, the most successful VARs will prosper by developing vertical expertise, providing managed services, and achieving quantifiable transformation outcomes—areas where a pure D2E model frequently fails to compete."

PIYUSH SOMANI
PROMOTER, MANAGING
DIRECTOR AND CHAIRMAN,
ESDS SOFTWARE SOLUTION

VARs act as key agents of Transformation in the Video Security industry

"The VARs play a crucial role as transformative leaders in the video security industry by providing customized solutions that meet specific business needs. They offer a range of services, including -

- Customization and Enhancement: VARs tailor video security solutions to fit unique customer requirements, enhancing products with added services and support.
- Comprehensive Solutions: They provide integrated solutions that include hardware, software, and professional services like consulting, system design, implementation, and training.
- Strategic Partner Relationships: VARs form partnerships with technology vendors to source the best components and integrate them into cohesive solutions.

In the video security industry, VARs can reinvent their roles by:

- High-End Security Assessors: Identifying security gaps and assisting customers in selecting the right products and services to bridge those gaps.
- System Integrators: Providing the technical support and implementing the security projects as per the specified terms and conditions.
- Customer Success Accelerators: Managing customer experiences, from onboarding to expansion of solutions, to ensure customers see value in the products.
- Hybrid Cloud Consolidators and Optimizers: Assisting with cloud deployment and managing high-end cloud services to reduce costs and improve efficiency.

By adopting these roles, VARs can lead the video security industry by providing more comprehensive and integrated solutions, enhancing customer experiences, and driving business growth. The role of VARs is likely to evolve significantly as technology vendors invest in direct-to-enterprise models."

ASHISH P. DHAKAN
MD & CEO, PRAMA HIKVISION INDIA PVT. LTD.

VARs transforming themselves as Security Advisors to help Businesses Secure their Digital Future

"We are living in an era where cyber threats are evolving faster than ever. Organizations need more than just products—they need partners who can lead them through complex security challenges. Today's VARs have emerged as transformation leaders in cybersecurity, playing a pivotal role in helping businesses secure their digital future. VARs have evolved from product resellers into security advisors. They are now enablers of end-to-end cybersecurity architecture and navigators within an increasingly complex security ecosystem. In the cybersecurity space, VARs are rapidly evolving their portfolios by integrating next-generation technologies to stay ahead of threats and drive meaningful digital transformation for clients. AI-driven solutions are now essential. VARs are offering platforms that leverage AI/ML for behavior analytics, anomaly detection, and predictive threat hunting. At Kaspersky, we are enabling VARs with strategic solutions such as Threat Intelligence, Next-Gen XDR, OT Security, Network Security, and Cloud Workload Protection. We are also training them to become deployment partners for Kaspersky's strategic cybersecurity solutions.

Evolution of the Role of VARs

Modern VARs act as trusted cybersecurity consultants, advising organizations on risk posture, threat intelligence, compliance, and regulatory frameworks. Cybersecurity-focused VARs are no longer just resellers—they are transformational leaders who combine deep technical expertise, industry insight, and service excellence to help businesses stay secure, compliant, and resilient. In today's digital-first world, they serve as the trusted bridge between security innovation and real-world defense."

PL SUBRAMANIAN (SUBBU)
HEAD OF CHANNEL FOR INDIA, KASPERSKY

The VARs of the future will be a crucial Driver of Innovation

"In today's fast-changing tech environment, VARs play a pivotal role as transformation enablers rather than just resellers. At Acer, we regard them as strategic allies who connect innovation with real-world execution. From offering guidance to customizing deployments, they support digital transformation across sectors. Their role has evolved from product delivery to trusted consultancy, making them an essential extension of our ecosystem.

**Adopting & Integrating Emerging Technologies**

VARs are actively integrating emerging technologies such as AI-enabled PCs, cloud-based services, and edge computing into their offerings to meet the changing needs of businesses. We at Acer are witnessing strong adoption of AI, particularly in areas like predictive insights, device-level performance enhancements, and smart collaboration tools.

To support this transformation, we equip our VARs with comprehensive enablement resources, including technical training, sales tools, and deep product knowledge, to help them effectively position and deliver these solutions. Additionally, we collaborate closely on go-to-market initiatives, provide marketing support, and design incentive programs around high-value technologies.

Looking ahead, we see VARs transitioning into more consultative roles and Execution roles with a greater focus on delivering measurable business outcomes over simply providing technology. At Acer, we're committed to supporting this evolution by strengthening our partnerships, enhancing their digital capabilities, and enabling them to co-create value alongside us. The VAR of tomorrow will be a key innovation enabler, shaping transformation across the enterprise ecosystem."

SANJEEV MEHTANI
CHIEF SALES OFFICER, ACER INDIA
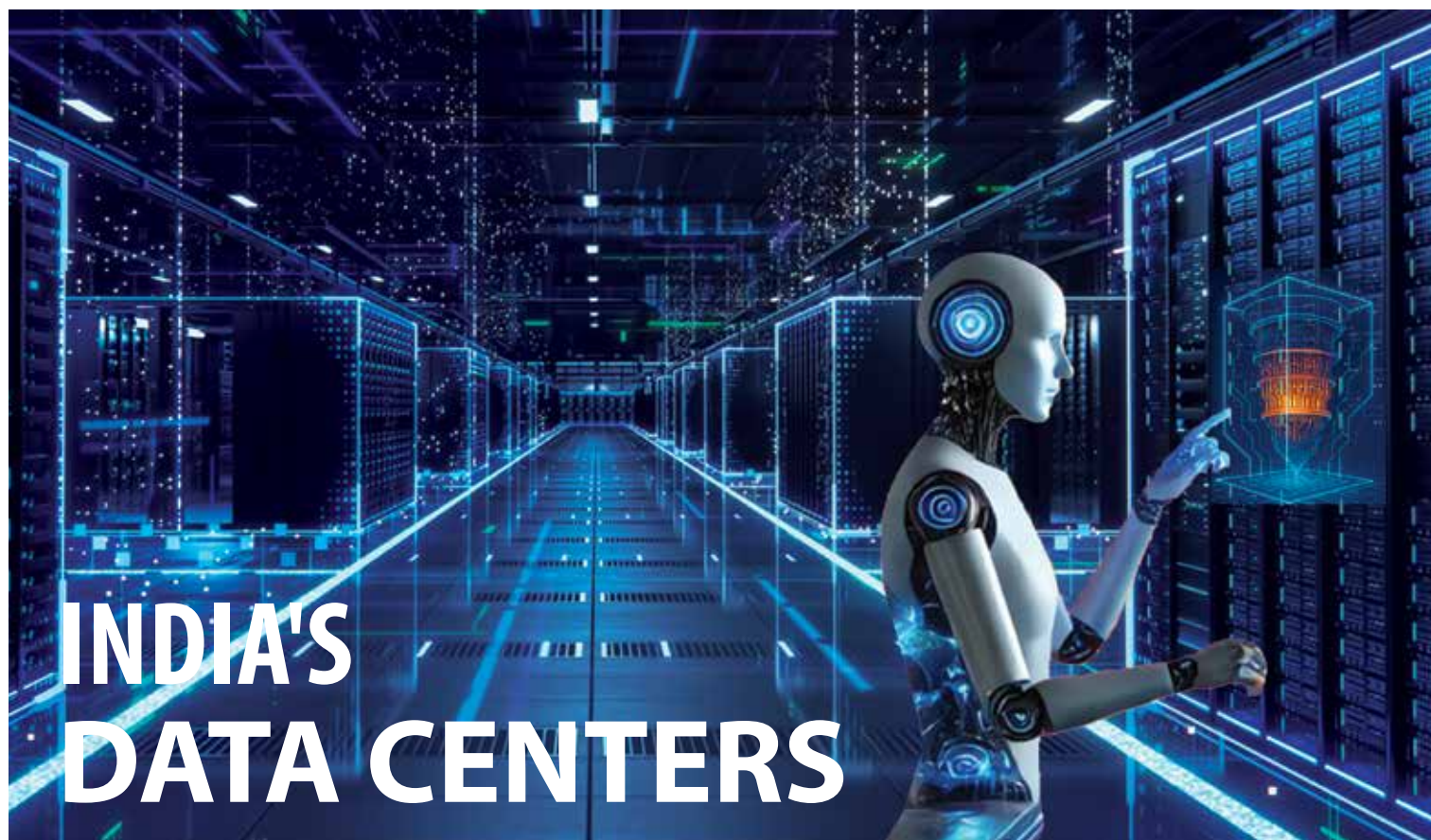
INDIA'S DATA CENTERS

Powering Digital Growth with AI and Quantum-Ready Infrastructure

The global data center industry has become the engine of the AI economy, powering everything from cloud computing, fintech, and gaming to generative AI and quantum research. Today, there are over 11,800 data centers worldwide. The U.S. leads with more than 5,381—almost half the global total—followed by Asia's major hubs in China, Japan, India, Singapore, and Hong Kong, and Europe's strongholds in Germany, France, the U.K., and the Netherlands. The single largest facility, however, is not American but the China Telecom Inner Mongolia Information Park. Meanwhile, the Middle East is emerging as a new AI powerhouse, with Saudi Arabia investing billions into AI-ready data campuses like NEOM's Oxagon DataVolt. This global race underscores one truth: whoever controls compute power controls the future of innovation.

INDIA'S DATA CENTER BOOM: THE DIGITAL BACKBONE OF GROWTH

India's data center industry is entering a hyper-growth phase, projected to double its capacity by FY27. This surge is driven by rapid digitalization, 5G rollout, AI adoption, data localization laws, and blockchain-driven industries. The Indian data center market is expected to rise from USD 4.5 billion in 2023 to USD 11.6 billion by 2032, growing at a CAGR of 10.98%.

Despite contributing 20% of the world's data, India currently accounts for only 3% of global data center capacity—a gap that signals both urgency and opportunity. With around 150 operational data centers and heavyweights like AWS, Microsoft Azure, Google Cloud, Yotta, CtrlS, and Sify leading the charge, India is positioning itself as a global digital hub.

WHY AI-READY DATA CENTERS MATTER

Artificial Intelligence—especially Generative AI, Large Language Models (LLMs), and high-performance computing (HPC)—requires infrastructure that can handle extreme power density and scalability. Traditional facilities, designed for 8–17 kW per rack, cannot support AI racks consuming 50–100 kW.

The next phase of India's digital economy depends on AI-ready data centers—facilities designed to handle dense GPU clusters, advanced cooling, and rack integration without downtime. Without this, scaling AI workloads will choke legacy infrastructure.

TO ADDRESS THESE CHALLENGES, INDIAN OPERATORS ARE EMBRACING:

- Seamless rack-and-stack integration for high-density GPU workloads.
- Liquid cooling & RDHx systems that reduce power consumption by up to 40%.
- Modular architectures for flexible scaling of AI workloads.
- AI-driven automation to optimize workload distribution and reduce costs.

QUANTUM-READY DATA CENTERS: INDIA'S NEXT LEAP

While AI dominates today, quantum computing is fast approaching. India, through initiatives like the National Quantum Mission and startups such as QpiAI, is preparing for quantum-ready data centers capable of handling ultra-low temperature environments, advanced cryptography, and exponential computing power.

Quantum systems promise breakthroughs in drug discovery, cryptography, logistics, and national defense, but they demand specialized infrastructure far beyond legacy capabilities. Quantum-ready facilities, therefore, represent a strategic investment in ensuring India remains at the forefront of next-gen computing.

POWERING 5G, EDGE, GENERATIVE AI, AND BLOCKCHAIN

Next-generation data centers are not just about scale but also about location and latency.

5G + Edge Computing: Real-time applications such as autonomous vehicles, IoT, telemedicine, and smart cities require edge-ready data centers located in Tier-2 and Tier-3 cities. Providers like AdaniConneX and Sify are investing in distributed networks

across Ahmedabad, Jaipur, and Vizag.

Generative AI: Expected to contribute USD 400 billion to India's economy by 2030, GenAI requires massive compute power, scalable GPU clusters, and efficient storage—making AI-optimized data centers indispensable.

Blockchain & Fintech: From digital payments to supply chain transparency, blockchain demands secure, high-performance, and tamper-proof infrastructure.

Hybrid & Multi-cloud Ecosystems: Enterprises increasingly rely on interconnected, carrier-neutral data centers that support AWS, Azure, Google Cloud, and private cloud deployments simultaneously.

SUSTAINABILITY CHALLENGE: GREENER GROWTH

By 2030, India's data centers could account for 6% of the nation's electricity consumption. This poses a sustainability challenge, as the sector's carbon footprint is comparable to that of the aviation industry.

To address this, operators are integrating:
- Solar and renewable energy corridors (e.g., CtrlS's solar-powered campuses).
- Liquid cooling systems to cut energy use by 40%.

- AI-based energy optimization for predictive cooling and dynamic workload management.
- Green data center parks supported by state governments in Maharashtra, Tamil Nadu, and Telangana.

India's strategic advantages—cost-effective land, a skilled workforce, government incentives, and its sheer scale of internet users—make it an attractive investment destination for hyperscalers.

KEY DEVELOPMENTS INCLUDE:

India is rapidly emerging as a global hub for AI-ready data centers and cloud infrastructure, with Reliance Jio, Adani, and Bharti Airtel investing billions in hyperscale campuses. Global tech giants Google, AWS, and Microsoft are also expanding multi-billion-dollar campuses across Mumbai, Hyderabad, and Chennai. Analysts estimate that by 2027, investments could surpass USD 100 billion, positioning India as a global AI and cloud leader. Government incentives—classifying data centers as essential services—are ensuring reliable power, faster land acquisition, and robust fiber rollout, further accelerating growth.

In parallel, Capgemini has announced the acquisition of Cloud4C, a managed services provider specializing in automation-driven, AI-ready, and sovereign cloud platforms.

Cloud4C, with 1,600 professionals, brings expertise in hybrid cloud, cybersecurity, automation, disaster recovery, and compliance. This move strengthens Capgemini's cloud strategy while giving enterprises a trusted partner to modernize IT operations.

Together, these developments reflect India's accelerating digital transformation, AI adoption, and cloud-first economy, with massive opportunities for innovation and sustainable growth.

THE ROAD AHEAD

India's data center story is no longer about catching up—it's about leading the next wave of global compute infrastructure. With strong government support, rising private investments, and a focus on sustainable innovation, India is well-positioned to emerge as a top global hub for AI workloads, a leader in quantum-ready infrastructure, and a regional powerhouse in edge and 5G-enabled computing. However, the race is highly time-sensitive, and timely execution will determine whether India can secure its place at the forefront of the global digital economy. With this backdrop, VARINDIA spoke to various industry players to share their insights on the same. Below are the excerpts...

Beyond Limits: Data Centers are Evolving for AI, 5G, and Quantum Computing

SUNIL GUPTA
CO-FOUNDER, MANAGING DIRECTOR & CEO, YOTTA DATA SERVICES

In today's digital-first economy, data centers have become strategic imperatives for enterprises, enabling always-on operations and high-performance computing. At the heart of modern upgrades lies seamless rack-and-stack integration, where precise deployment of servers, storage, and networking ensures efficiency, uptime, and scalability. By avoiding errors in cabling, airflow, and power distribution, organizations reduce downtime, control costs, and prepare for effortless scalability. For Yotta, this integration is more than a deployment step—it is the foundation of resilient, future-ready infrastructure.

Effective integration minimizes risks such as installation errors and delays, while automation and standardized frameworks accelerate rollouts with predictable performance. Optimizing legacy infrastructure remains equally vital—extending hardware lifecycles, consolidating workloads, and adopting modular, scalable upgrades that align investment with real capacity requirements, avoiding costly overhauls.

Energy efficiency plays a critical role in sustainable modernization. Advanced cooling technologies, efficient airflow management, and high-performance power systems lower operating costs and reduce downtime, while intelligent monitoring and automation further enhance reliability. This dual focus on CAPEX and OPEX ensures both cost savings and operational resilience. The rise of AI and Gen AI has reshaped infrastructure needs, with workloads demanding up to 100 kW per rack compared to legacy limits of 8–10 kW. Traditional air cooling and bandwidth constraints fall short, creating performance bottlenecks. Next-generation data centers must therefore be modular, convergent, and GPU-optimized—featuring immersion cooling, NVMe-first storage, and scalable megawatt power feeds to effectively support AI, blockchain, and 5G ecosystems.

Looking ahead, quantum computing is poised to redefine industries from finance to pharmaceuticals. Though full-scale adoption may be years away, India's National Quantum Mission and its thriving AI ecosystem make a strong case for early investment in quantum-ready, hybrid infrastructures. These will integrate classical HPC with quantum systems, positioning early adopters to lead in the global digital economy.

By focusing on seamless integration, energy efficiency, AI-readiness, and quantum compatibility, data centers will evolve into high-performance engines powering the next era of digital transformation.

AI Workloads Demand Purpose-Built Infrastructure

As enterprises embrace artificial intelligence (AI), generative AI, 5G, and soon quantum computing, the role of data centres is undergoing a historic transformation. No longer just storage hubs, modern facilities are becoming the very engines of digital innovation—purpose-built to deliver scalability, speed, and sustainability.

Traditional data centres are ill-equipped to manage the intense power and cooling needs of AI workloads. With racks now engineered to support over 100 KW of power and weighing more than 2,000 KG, legacy setups often lack the flexibility and efficiency required. STT GDC India is addressing this challenge by developing mega campuses designed specifically for high-performance computing, AI clusters, and hybrid edge workloads. These facilities integrate advanced cooling technologies, direct-to-chip liquid cooling, and scalable designs that can seamlessly adapt to future demand.

Next-generation facilities are being built on four pillars: modular expansion, robust power infrastructure, liquid cooling for dense GPU-driven AI workloads, and edge-ready solutions that minimize latency. For 5G and blockchain, these features enable secure, low-latency, and scalable environments that can support real-time applications—from autonomous vehicles to financial trading. For AI and GenAI, they provide massive compute power and optimized energy use for model training and inference at scale. These data centres are not just keeping pace—they are setting the stage for new breakthroughs in digital connectivity and computation.

With 30 operational data centres across 10 Indian cities and a capacity of ∼400 MW, STT GDC India is building for the future. Mega campuses in Pune, Mumbai, Chennai, and Delhi NCR are being designed to deliver up to 400 MW of IT power capacity, ensuring enterprises have the scale to run complex AI workloads. Edge-ready centres in Tier 2 cities like Jaipur and Ahmedabad bring compute closer to users, enabling low-latency performance for IoT, smart cities, and real-time analytics.

Looking ahead, the rise of quantum computing will amplify these demands further. STT's robust infrastructure, sustainable design, and future-ready campuses position it at the forefront of India's digital transformation—empowering industries to unlock new frontiers of innovation.

JATINDER SINGH PABLA
CHIEF SALES & MARKETING OFFICER, STT GDC INDIA

Traditional data centers were not designed with the demands of AI causing limitations

Today we live in a hyperconnected world, where data centers have become the backbone of digital innovation, powering everything from online banking to AI-driven breakthroughs. Their success hinges on seamless rack-and-stack integration—the precise placement, cabling, and powering of servers, storage, and networking gear. Done right, this process reduces downtime, prevents costly inefficiencies, and lays the foundation for scalable, future-ready infrastructure that keeps businesses running without disruption.

Optimizing legacy data centers is equally critical. Instead of costly overhauls, enterprises are embracing phased expansion through modular design, virtualization for maximum hardware utilization, and structured cabling with high-density racks to cut costs. Recycling feasible infrastructure components further supports sustainability while ensuring modernization aligns with real-time customer workloads. This balance of modernization and cost discipline creates data centers that are both scalable and energy-efficient, reducing operating expenses while preparing for future digital demands.

The AI revolution has brought unique challenges. Legacy centers, often capped at 8–10 kW per rack, cannot support the 100 kW densities needed for GPU-heavy AI clusters. Cooling and power constraints hinder performance, making advanced solutions like immersion cooling and modular expansions essential. Similarly, next-generation data centers are being designed to support 5G, GenAI, and blockchain, with edge-ready architectures, GPU-optimized environments, and lightning-fast interconnects enabling real-time processing and secure, large-scale transactions.

Looking ahead, quantum computing will redefine what's possible in sectors like finance, healthcare, and cybersecurity. While widespread adoption may be years away, India's National Quantum Mission and strong AI ecosystem are laying the groundwork for quantum-ready infrastructures. Enterprises investing now in modular, hybrid models will be best placed to harness these breakthroughs.

In short, the future of data centers lies in seamless integration, smart cost optimization, AI-readiness, and quantum compatibility, enabling them to evolve as the true engines of tomorrow's digital transformation.

PIYUSH SOMANI
FOUNDER, MD AND CHAIRMAN, ESDS SOFTWARE SOLUTION LIMITED

Enterprises Turn to Third-Party Data Centers to Power Next-Gen AI

Enterprises today are under increasing pressure to modernize their IT infrastructure while keeping costs under control. For organizations with in-house legacy data centers, one of the most effective cost-cutting strategies during refresh cycles is moving to multi-tenant colocation facilities. This shift eliminates the need for heavy upfront capital expenditure on infrastructure, while giving companies access to pre-optimized environments with flexible power, cooling, security, and interconnection.

Cost efficiency is further enabled by modular design, which allows phased, just-in-time expansions aligned with business demand, preventing unnecessary overprovisioning. Additionally, colocation providers adopt energy-efficient cooling systems, automation, and interconnection solutions like Equinix Fabric, which reduce operational expenses and improve performance. Shared infrastructure combined with smart deployment strategies and operational optimization delivers long-term savings and scalability.

However, legacy on-premises data centers often fall short when it comes to supporting emerging workloads, particularly artificial intelligence. AI requires massive compute power to process vast amounts of data quickly and securely, along with adherence to strict compliance and privacy standards. Traditional facilities were not designed for these needs, driving enterprises to explore high-performance third-party data centers as scalable, resilient platforms for their AI journey.

Next-generation data centers go beyond AI—they are purpose-built to support technologies such as 5G, Gen AI, and blockchain. Equipped with high-density compute for GPU clusters, scalable storage, and edge-ready architecture, they provide low-latency access and seamless multi-cloud integration. This ecosystem ensures the reliable deployment of advanced applications, from blockchain nodes to AI model training at scale.

Looking ahead, India is steadily preparing for the quantum era. While quantum-powered data centers remain in early stages, the nation is investing in scalable, secure, and interconnection-rich infrastructure to be future-ready. Global leaders like Equinix are bringing expertise from APAC, US, and EMEA to India, ensuring the market is well-positioned to support upcoming quantum computing demands.

MANOJ PAUL
MD, EQUINIX INDIA

The Evolution of Data Centers: From Legacy Challenges to Quantum-Ready Futures

The journey of modern data centers begins with optimizing existing infrastructure. Success lies in evaluating what can be reused and what has reached end-of-life, from HVAC systems and cabling to UPS units and generators. True cost optimization is not about cutting corners but about building smarter, flexible, and energy-conscious facilities that maximize ROI while preparing enterprises for future demands.

Current challenges are shaped by the rise of AI and GPU-intensive workloads, which push legacy facilities beyond their original design. To meet these demands, data centers must enhance power capacity, deploy high-density racks, and adopt advanced cooling methods such as immersion or direct-to-chip cooling. These strategies reduce operating expenses, improve energy efficiency, and enable existing facilities to scale without complete rebuilds.

Equally critical is seamless rack-and-stack integration. While often seen as purely technical, this process underpins performance, reliability, and cost-efficiency. A structured, error-free integration ensures smooth deployment, minimizes downtime, and prevents costly inefficiencies—vital in today's digital-first economy where even minutes of outage can cause heavy losses.

Looking ahead, next-generation data centers are purpose-built to support AI, GenAI, blockchain, and 5G. With modular designs, intelligent automation, and sustainable operations at their core, these facilities deliver GPU-optimized performance, ultra-low latency, and cloud-native integration for hybrid and multi-cloud environments. They represent the resilience and agility enterprises need to unlock the full potential of transformative technologies.

The future will also be defined by quantum computing. While still nascent, quantum promises breakthroughs in cryptography, healthcare, finance, and advanced simulations. In India, the National Quantum Mission and a thriving AI ecosystem signal growing demand for quantum-ready infrastructure. Although widespread adoption may be at least five years away, early investments in modular, quantum-prepared data centers will ensure organizations are ready to embrace the next wave of digital transformation.

KALYAN MUPPANENI
FOUNDER & CEO,
PI DATACENTERS

India Backs Quantum Innovation with Bold National Mission

Today, data centers are the backbone of every business. Whether it's powering cloud services, enabling AI models, or supporting financial transactions, the efficiency of a data center can make or break operations. As India rapidly modernizes its digital infrastructure, enterprises are rethinking how data centers are built, upgraded, and managed. From seamless rack-and-stack integration to cost-efficient upgrades and the promise of quantum-powered facilities, the landscape is evolving faster than ever. A poorly executed Rack-and-Stack can cause delays, downtime, and high costs. On the other hand, a seamless process ensures precise deployment, minimizes risks, improves airflow and power distribution, and makes future scalability much easier.

At a strategic level, automation, standardized processes, and collaboration between vendors and IT teams are making Rack-and-Stack faster and error-free. This not only improves efficiency but also prepares data centers for new-age demands like hybrid cloud and edge computing.

Upgrading old data centers doesn't have to mean massive spending. Companies in India are adopting smarter approaches such as phased upgrades, hybrid-cloud integration, and virtualization. Instead of replacing everything at once, they prioritize high-impact improvements—like energy-efficient servers and modern cooling systems.

Colocation facilities are also becoming popular because they allow enterprises to use ready-made infrastructure with flexible power, cooling, and interconnection—without heavy upfront costs. Energy audits, intelligent automation, and modular designs further help reduce both capital and operating expenses.

Looking ahead, India is gearing up for the next big shift: quantum computing. With government support through initiatives like the National Quantum Mission, the country is laying the foundation for quantum-ready data centers. While fully quantum-powered facilities are still a few years away, hybrid models that integrate classical and quantum systems will be the first step.

For India's digital economy, this evolution is more than just technology—it's about competitiveness. Early movers investing in scalable, secure, and future-ready infrastructure will be best positioned to power AI, blockchain, and eventually, quantum workloads.

ANIL NAMA
CIO, CTRLS DATACENTERS

Large-scale deployment of Quantum Technology in data centers is several years away!

India's data center ecosystem is undergoing a significant transformation, driven by rapid digital adoption, 5G rollout, and the exponential growth of artificial intelligence (AI) and blockchain applications. While the sector has expanded considerably in the past five years, legacy data centers—especially those originally built by enterprises for internal use—face critical limitations when handling AI workloads.

One of the primary challenges is power capacity. AI clusters, depending on size, can demand anywhere from 1MW to 10MW of IT power, often exceeding the limits of traditional facilities. Retrofitting these sites is difficult, as additional utility power requires more backup generators, which are constrained by strict emissions regulations and space availability. Cooling is another challenge. With AI racks consuming far higher power densities, conventional air cooling is proving insufficient. Operators are turning toward liquid and hybrid cooling solutions, but such retrofits are expensive and space-intensive, particularly in urban environments.

Next-generation data centers, however, are being designed specifically for AI, GenAI, blockchain, and 5G workloads. Hyperscale cloud providers and operators like Colt DCS are building mega facilities of 30MW or more, often grouped into regional availability zones to ensure resilience. These sites feature reinforced structures to handle racks weighing up to 1,800 kg, dense fiber networking for ultra-low latency, and modular designs to accommodate high-density AI workloads. Edge data centers are also emerging in city hubs to support real-time 5G applications, smart cities, and IoT ecosystems.

When it comes to blockchain workloads such as cryptocurrency mining, the requirements differ. Here, cost efficiency outweighs reliability, leading to simplified designs without the redundancy demanded by AI or financial services.

Looking forward, quantum computing is poised to play a transformative role, though its mainstream integration into data centers is still several years away. For now, quantum systems remain concentrated in national labs and R&D. In the future, quantum will likely complement, rather than replace, existing GPU and CPU-based infrastructures. India, with its growing investments and research base, is well-positioned to harness this frontier, ensuring that its data centers evolve into AI-ready and quantum-capable ecosystems.

PRATAP MANE
COUNTRY HEAD-INDIA, COLT DCS

FACEOFF
OPINION MATTERS

FaceOff AI is the world's first patented multimodal trust engine. At the heart of FaceOff lies its core AI engine, ACE (Adaptive Cognito Engine) — a multimodal deep learning framework designed to analyze eight distinct Biological and Behavioral Analytics. This powerful engine enables advanced detection, trust verification, and cognitive reasoning, making it a cornerstone for secure digital interactions.

Multimodal AI Models

Adaptive Cognito Engine (ACE) is a mobile-optimized AI platform for real-time inference, integrating multimodal models for data extraction and adversarial robustness.

Core Technology (FO AI) : Independent AI modules, each playing specialized roles

- Emotion recognition
- Eye tracking
- Audio tone
- Heart rate (rPPG)
- Speech sentiment
- Oxygen saturation (SpO2)
- Posture analysis

It leverages eight parallel AI models to analyze:

Solving Problem with FO AI

- Deepfake detection
- Deepfake Detection-as-a-Service (DaaS) in a Box
- Digital Attest: FaceGuard
- FaceOff- Agentic RAG
- FaceOff Lite
- Anti-Money laundering Solution(AML)
- DeepFace
- FacePay
- Federated FaceOff
- Synthetic Fraud Detection

Industry to get benefited from FO AI

- **BFSI/UPI issuers & Payment Service Providers (PSPs):** Mule detection, payment step-up, video-KYC assurance.
- **Telco/OTT/Social & Marketplaces:** Creator verification, content authenticity, seller onboarding.
- **Public sector/Law Enforcement Agency (LEA) :** Identity proofing, consulate/remote services, prison/airport /Sea port monitoring.
- **MHA/Defence/Boarder Forces/Police:** Analyzes real-time biometric and behavioral cues—facial expressions, voice sentiment, eye movements, emotions, rPPG for heart rate/SpO_2, audio tone, and more.
- **Enterprise comms/HR:** Exec call protection and candidate verification.

Combatting Cybercrime:
OEMs and Trailblazers Leading the Way

As cyber threats become more sophisticated and relentless, the responsibility of safeguarding digital ecosystems extends far beyond end users and service providers. A crucial yet often overlooked stakeholder in this battle is the Original Equipment Manufacturer (OEM). By embedding security into the very core of hardware and infrastructure, OEMs serve as the first line of defense in protecting enterprises, governments, and consumers against the evolving cybercrime landscape.

This feature explores how leading OEMs and cybersecurity trailblazers are reshaping the narrative of digital security through innovation, collaboration, and a strong focus on secure-by-design principles. Their role goes beyond supplying hardware; they are actively setting new benchmarks, adopting advanced technologies, and building resilient frameworks that can withstand today's threats while preparing for tomorrow's challenges.

To understand the strategies shaping this transformation, VARINDIA spoke with leading cybersecurity leaders who shared their perspectives on critical aspects: the integration of new-age technologies for proactive threat detection, the evolution of solutions to stay ahead of attackers, mechanisms to secure firmware, BIOS, and embedded systems, and the anticipated impact of quantum computing on the OEM security roadmap. Together, these insights underscore the indispensable role of OEMs in building a safer and more resilient digital future.

Fortinet pioneers cybersecurity with AI, Zero Trust, and quantum-safe tech

Fortinet's integrated platform approach, built on FortiOS—the common operating system across FortiGate, SD-WAN, and SASE—is the key to proactively detecting and preventing threats. Most customers begin with our ASIC-powered FortiGate firewall, expand into SD-WAN, and then adopt FortiSASE. Since all core SASE functions are natively built into a single OS, we deliver better performance and security, reduce total cost of ownership, and simplify operations—making us unique in the industry. Fortinet is also uniquely positioned in the growing OT security market, recognized as a leader in the Westlands Advisory Report, which reflects over a decade of focused investment and product development.

We've been investing in AI for over 15 years and hold more than 500 issued and pending AI patents—more than any other cybersecurity company. Our AI tools—FortiAI-Assist, FortiAI-Protect, and FortiAI-SecureAI—are embedded across over a dozen products, enabling automated threat detection, AI infrastructure protection, and accelerated response. We also champion secure-by-design practices, embedding security from the ground up. As a first signatory of CISA's Secure by Design Pledge, we support raising cybersecurity standards by embedding secure practices into every stage of product development. As quantum computing emerges, Fortinet remains committed to helping customers stay protected. With FortiOS 7.6, solutions like FortiGate NGFW and Fortinet Secure SD-WAN now include built-in quantum-safe features, protecting against harvest-now, decrypt-later attacks and enabling a smooth, secure transition to post-quantum security.

VIVEK SRIVASTAVA
COUNTRY MANAGER, INDIA & SAARC, FORTINET

Trellix advances AI-driven cybersecurity with Trellix Wise platform

Trellix has integrated AI and machine learning into its security platform to detect and neutralize threats in real time. At the core is Trellix Wise, our generative AI-powered foundation that analyzes telemetry from a vast ecosystem of endpoints and network sources. By correlating signals across multiple hybrid environments, it surfaces genuine threats faster, reduces false positives, and enables automated, intelligence-driven responses—improving analyst efficiency fivefold and reducing Mean Time to Response (MTTR) by up to 50%.

We continuously enhance our platform to address evolving threats. Recent advancements include hyper automation for alert investigation, natural-language search for incident data, and integration with a broader range of third-party tools—three times more than many competitors—ensuring greater visibility across hybrid environments. Trellix processes over 68 billion security queries daily and uses this scale to adapt defenses quickly. Enriched threat intelligence from the Trellix Advanced Research Center delivers both speed and precision in countering sophisticated attacks.

Trellix Wise automates triage, investigation, and contextual reporting, saving 8 hours of analyst time per 100 alerts. It supports multilingual interaction, natural language playbook creation, and automated incident summaries, allowing SOC teams to focus on high-value tasks. Trellix also maintains a vast threat intelligence ecosystem, enriched with telemetry, contextual insights, and feeds from Intel 471 and CISA. Through partnerships like the Cyber Threat Alliance and JCDC, and our open-source Data Exchange Layer, we strengthen threat sharing and collective cybersecurity defense.

GANESH IYER
MANAGING DIRECTOR, INDIA AND SAARC, TRELLIX

Securonix leads autonomous cyber defense with GenAI and quantum readiness

Securonix, a five-time Gartner Magic Quadrant Leader in Cybersecurity for SIEM, continues to push boundaries in transforming reactive SOC operations into proactive and autonomous digital defense. The Securonix EON platform, embedded with GenAI agents, enables faster threat detection, investigation, and smart response. It is a future-proof platform that unifies SIEM, SOAR, UEBA, and Data Pipeline Management, scaled with Agentic AI, and brings autonomous decision-making to security operations. Securonix Unified Defense SIEM integrates advanced threat detection, real-time analytics, and automated response mechanisms to help organizations proactively protect their assets. Additionally, Securonix Investigate incorporates ChatGPT-powered GenAI to assist analysts, threat hunters, and administrators in rapidly investigating and responding to threats.

Securonix ensures its platform is constantly evolving to stay ahead of threat actors. We've been harnessing AI for over a decade, with our UEBA technology—driven by machine learning and mathematical models—trained on large datasets since 2007. Our innovation is backed by six patents, some dating back to 2015. Unified Defense SIEM merges UEBA capabilities for broader coverage of cyber and insider threats. In August 2023, we launched Securonix Investigate, followed by the April 2025 release of GenAI agents in EON.

Quantum computing, though still emerging, will transform SOC operations by processing vast volumes of data with unprecedented speed. OEMs must adopt post-quantum cryptographic standards and prepare security infrastructure to address new risks and safeguard digital trust.

DIPESH KAURA
COUNTRY DIRECTOR - INDIA & SAARC, SECURONIX

Quick Heal pioneers AI-first cybersecurity and quantum-ready defense

At Quick Heal Technologies, we have embraced an AI-first approach to cybersecurity. Our GoDeep.AI technology integrates traditional machine learning with deep learning, large language models, and NLP—a journey that began over two decades ago with malicious URL detection. Today, this powers both our Quick Heal retail solutions and Seqrite enterprise offerings. We recently adopted a freemium model for AntiFraud.AI, India's first fraud prevention solution, to increase accessibility. On the enterprise side, the Seqrite Intelligent Assistant (SIA) enables instant threat analysis and response recommendations. Additionally, our cloud-native metaProtect platform supports remote security management, while behavioural analytics help identify zero-day threats, moving us from reactive to predictive defense.

The cyber threat landscape has evolved from high-volume attacks to sophisticated, AI-driven campaigns. We counter this with three key strategies: behavioural pattern recognition instead of signature-based detection, real-time cloud intelligence via Seqrite Labs, and security convergence—unifying endpoint, network, and cloud protection for comprehensive visibility. We are focused on mitigating threats like AI-generated phishing, deepfake social engineering, and supply chain attacks that bypass traditional defenses.

Quantum computing represents the next major cryptographic disruption since the internet's creation. By the 2030s, RSA and ECC encryption will become obsolete, requiring organizations to migrate to post-quantum cryptography before practical quantum cryptanalysis emerges. This challenge is as much economic and operational as technical. Treating quantum computing as both a threat and opportunity, early adopters will gain long-term security and competitive advantage.

DR. SANJAY KATKAR
JOINT MANAGING DIRECTOR, QUICK HEAL TECHNOLOGIES LIMITED

Kyndryl reinvents cybersecurity with AI-driven, zero trust approach

AI has rewritten the rules of cybersecurity, removing traditional perimeters and rendering legacy systems inadequate. Threat actors are weaponizing it to launch large-scale phishing campaigns, produce convincing deepfakes, clone voices, and uncover system vulnerabilities at unprecedented speed. For India's BFSI, healthcare, manufacturing, and telecom sectors, the challenge is amplified as they safeguard vast volumes of sensitive data against an increasingly intelligent and adaptive adversary.

Kyndryl's strategy prioritizes proactive prevention over reactive defense. AI and machine learning are embedded into the security architecture to predict threats, identify anomalies in real time, and act before damage occurs. This is reinforced through a Zero Trust framework that treats every access request as unverified and enforces continuous, rigorous validation. Attack Surface Management (ASM) is central to this approach, enabling continuous identification, assessment, and reduction of potential entry points across networks, applications, cloud environments, endpoints, and human factors. When paired with advanced threat intelligence, this delivers high-fidelity, contextualized data that is rapidly integrated into security workflows to counter evolving attack vectors.

Thus, to stay ahead in this environment, Kyndryl is building a security ecosystem designed to evolve as fast as the threat landscape changes. This means embedding intelligence into every layer of defense, enabling rapid decision-making, and ensuring security strategies grow stronger with each attempted attack. The goal is to create an adaptive foundation capable of protecting critical assets, supporting regulatory compliance, and enabling innovation in the face of constant disruption.

HARISH SONI
SECURITY AND RESILIENCY LEADER, KYNDRYL INDIA

Cohesity transforms backup into AI-powered, zero trust defense

Cybercriminals are increasingly targeting backup data alongside production systems, making traditional backup strategies inadequate. At Cohesity, we've shifted the role of backups from passive insurance to active defense by embedding AI, machine learning, and zero-trust principles into our data security workflows. Our threat intelligence and anomaly detection capabilities continuously scan environments for signs of ransomware and suspicious activity—like rapid encryption or unusual file access—enabling early detection and faster response.

Immutability is a central focus: backups are stored on WORM (write-once, read-many) file systems so data cannot be altered or deleted, even if insider credentials are compromised. Multi-factor authentication and quorum approvals add another layer of protection. With Cohesity Gaia, our generative AI platform, teams can use natural language to assess risk, run compliance checks, and gain actionable insights—turning backup data into a proactive intelligence layer.

As attackers evolve, so must recovery. Our platform is built with immutability and zero trust at its core. Access is tightly controlled, anomalies are flagged in real time, and large-scale recovery can be executed within hours—minimizing business disruption. Following our merger with Veritas, we now protect more workloads across hybrid and multi-cloud environments. And with the rise of quantum computing, we're proactively implementing quantum-proof encryption in NetBackup 11.0 across all major communication paths, helping organizations safeguard sensitive encrypted data against both current and future threats.

MAYANK MISHRA
REGIONAL DIRECTOR - SALES, INDIA AND SAARC, COHESITY

AI, automation, and quantum readiness reshape enterprise threat defense

New-age technologies for threat management go beyond traditional controls. We leverage AI, automation, cloud-native design, and real-time data to proactively predict, detect, and mitigate threats before harm is materialised. Integration is key—though complex—and a multi-layered, proactive approach helps ensure that the Security Operations Center (SOC) can function intelligently, adaptively, and in real-time. AI supports threat detection, anomaly and behaviour analysis, and alert prioritisation; automation enables faster triage, incident response, and predefined playbook execution; and moving SOC tools to the cloud improves efficiency, scalability, and reduces operational overhead.

To stay ahead of the growing cybercrime landscape, constant technology evolution is essential. Organisations must adopt intelligent, predictive, integrated, and adaptive approaches. A few important steps include: implementing AI-enabled tools for real-time data collection, continuous self-learning, and proactive defense; migrating infrastructure and applications to the cloud for scalability and a unified monitoring environment; consolidating vendors and tools to minimise third-party risks; automating incident response processes; and adopting zero-trust models for continuous authentication, behavioural analysis, and restricting attack movement.

The rise of quantum computing is already influencing OEM security roadmaps. Quantum threats could break traditional encryption like RSA, ECC, and even symmetric algorithms, posing risks to long-lifecycle OEM devices. Although not an immediate threat, the risk is real, and preparation must begin now by embedding post-quantum cryptographic algorithms into OEM firmware, software, and hardware platforms to counter potential 'harvest now, decrypt later' attacks.

NAN HAO MAGUIRE
FIELD CTO - APJC, CLOUDFLARE

AI, platformization and crypto-agility define future of cybersecurity

The pace of cyber-attacks today demands a prevention-first mindset, not a repair-later approach. That's why we've embedded AI, machine learning, and automation across our platforms—spanning network security, cloud, and operations—to identify and block threats in real time. Attackers are increasingly leveraging AI, so organizations must counter with continuous, adaptive AI-powered defenses that can detect, prevent, and respond instantly. Our Precision AI strategy, fuelled by rich threat data and automation, helps us protect over 770,000 customers worldwide, including nine of the Fortune 10, by surfacing threats faster and ensuring defenses evolve at the speed of attackers.

Tackling cybercrime with bolt-on, point solutions may appear effective in the short term, but at scale it creates blind spots and inefficiencies. Fragmented security—averaging 83 tools across 29 vendors—is not just inconvenient, it's dangerous. That's why our roadmap focuses on platformization, unifying prevention, detection, and response into one architecture. This approach enables enterprises to detect threats 72 days faster and contain them 84 days sooner, with ROI gains of 101%, compared to just 28% for non-platformized peers.

Looking ahead, quantum computing will eventually make today's public-key cryptography obsolete, so OEMs must prepare now. Our strategy emphasizes true crypto-agility—deploying quantum-safe algorithms aligned with emerging NIST standards, ensuring open interoperability, and enabling seamless, rapid upgrades as threats and standards evolve. Security, therefore, is no longer just a cost center but a powerful strategic enabler for the digital future.

HUZEFA MOTIWALA
SENIOR DIRECTOR, TECHNICAL SOLUTIONS, INDIA AND SAARC, PALO ALTO NETWORKS

Kaspersky emphasizes proactive security to ensure long-term cyber resilience

Kaspersky stays ahead of evolving cyberthreats by integrating advanced technologies like machine learning, behavioral analytics, and real-time threat intelligence into its solutions. As highlighted in the Q1 2025 Threat Landscape for Industrial Automation Systems, we are seeing a rise in complex and targeted attack vectors. To counter this, we use proactive detection methods that combine deep system visibility with AI-powered anomaly detection, enabling our systems to not only recognize known threats but also identify suspicious behaviour patterns that could indicate previously unseen risks. In industrial environments, this allows us to isolate and neutralize malicious activity before it spreads, without disrupting operations.

Our solutions continue to evolve as attackers employ more stealthy and persistent techniques, particularly against industrial automation systems. We are enhancing our Industrial CyberSecurity technologies with behaviour-based detection, anomaly monitoring, and expanded threat intelligence feeds. By investing in machine learning models and automated threat analysis, we can anticipate threats, detect subtle compromise indicators early, and defend against both common malware and advanced persistent threats (APTs).

We also protect firmware, BIOS, and embedded systems through our KasperskyOS-based Cyber Immune approach, which ensures systems are secure by design. Secure boot, strict access controls, real-time integrity checks, and segmentation prevent tampering or lateral movement, even against zero-day threats. Moving forward, the rise of quantum computing could render today's encryption obsolete. We are already exploring quantum-safe strategies and post-quantum cryptography, encouraging OEMs to embed future-proof encryption into devices now to stay resilient.

JAYDEEP SINGH
GENERAL MANAGER - INDIA, KASPERSKY

Check Point advances proactive cyber defense with AI and post-quantum security

At Check Point Software, we integrate AI, machine learning, and cloud-delivered intelligence across our Check Point Infinity Platform to ensure threats are detected and prevented in real time. Our ThreatCloud AI leverages over 55 AI engines and makes more than 4 billion security decisions daily, enabling proactive defense against known and unknown threats. We embed AI across all our solutions such as Check Point Harmony Email & Collaboration for securing communications and Check Point Quantum IoT Protect for IoT devices, ensuring organizations can secure endpoints, collaboration tools, and connected environments without disruption. By unifying prevention-first security across network, cloud, email, and IoT, enterprises can stay a step ahead of sophisticated cyberattacks. Cybercrime is becoming increasingly automated, adaptive, and AI-driven, and our solutions evolve accordingly. We are enhancing prevention-first capabilities with AI-powered SOC co-pilots, deepfake detection, and predictive threat intelligence. Our AI-enhanced defenses detect phishing and DNS attacks with five times greater accuracy than traditional tools, while Quantum IoT Protect secures devices at both the firmware and network levels. The Check Point Infinity Platform further consolidates security across hybrid and multi-cloud environments, reducing complexity and maximizing resilience.

Quantum computing represents both an opportunity and a challenge. While it will unlock innovation in AI and other fields, it also poses a threat to current encryption. That is why we are investing in quantum-resistant cryptography, exploring post-quantum algorithms, and working with OEM partners to integrate quantum-safe protocols, ensuring joint solutions protect customers in the quantum era.

MANISH ALSHI
SR. DIRECTOR - CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES, INDIA & SOUTH ASIA

Sequretek leverages AI and CTEM to redefine cybersecurity

A fundamental limitation of traditional cybersecurity technologies has been their rule-based architecture, which depended heavily on human intervention. This made threat detection labour-intensive and prone to oversight. At Sequretek, we've adopted AI and ML to shift away from this reactive model. These technologies now enable autonomous identification of evolving threats, reduce human dependency, and transform threat detection and response. AI helps recognise malicious patterns in real-time and adapt to novel attack techniques, while also addressing alert fatigue by filtering telemetry and escalating only high-risk anomalies.

As cybercrime becomes more sophisticated—with AI-driven phishing, polymorphic malware, and evasive attacks—we continue to evolve. We follow a 'human-in-the-loop' model that combines AI efficiency with human judgment to refine decision-making and defense strategies. Our flagship solution, Percept CTEM, delivers Continuous Threat Exposure Management by closing visibility gaps, scoring risk based on CVSS+EPSS, and identifying and prioritizing vulnerabilities using AI and business-contextual intelligence. It integrates with third-party tools and the broader Percept Security Suite to ensure complete threat coverage. Looking ahead, quantum computing presents a significant cryptographic threat with the potential to break widely used encryption algorithms like RSA, ECC, and even symmetric ones. We're actively integrating quantum-resilient capabilities into our roadmap, ensuring customers remain secure against future risks. By aligning AI, continuous threat exposure management, and forward-compatible quantum-safe strategies, Sequretek is redefining what modern, proactive cybersecurity must look like to stay ahead of both current and emerging threats.

PANKIT DESAI
CO-FOUNDER, SEQURETEK

Barracuda empowers cyber resilience with AI-driven, integrated security platform

Barracuda has been leveraging artificial intelligence for the last 10 years, and AI underpins everything we do. For Barracuda, AI is a force multiplier that enables faster threat and incident detection, deeper insights, and more proactive defence. Our AI-powered security platform and managed XDR service are built to meet the needs of Indian organisations facing a rapidly evolving threat landscape. As generative AI drives increasingly sophisticated attacks, Barracuda's multimodal AI analyses threats across formats like images and QR codes using layered intelligence and real-time behavioural analysis. This helps organisations identify and neutralise threats that traditional tools often miss.

Cyber-attacks are becoming more complex, sophisticated, and difficult to manage—placing pressure on IT teams that need to respond quickly and effectively. Many Indian organisations are managing too many disconnected security tools, leading to gaps, increased costs, and slower response times. Our AI-powered security platform, BarracudaONE, addresses this by consolidating multiple security capabilities into a single, integrated solution. This includes managed XDR, automated incident response, and advanced threat detection. It reduces security complexity, improves visibility, and delivers a more agile, scalable defence. This ensures that even small IT teams can stay resilient in the face of evolving cyber threats.

With AI at the core, Barracuda continues to empower organisations to stay ahead of modern cyber risks through innovation, integration, and real-time threat response.

PARAG KHURANA
COUNTRY MANAGER - INDIA, BARRACUDA

F5 ADSP delivers unified AI protection and quantum-ready security

To deliver effective digital experiences today, organizations must carefully balance performance and security across hybrid and multicloud environments. Our recent AI strategies report revealed that while 71% of companies are adopting AI to enhance security, only 2% feel prepared to scale. This gap underscores the pressing need for proactive, integrated protection where applications and APIs operate.

The F5 Application Delivery and Security Platform (ADSP) is designed to address these challenges by unifying application delivery, security, and optimization. With AI-driven solutions such as Distributed Cloud WAAP and Advanced WAF, ADSP enables enterprises to detect anomalies, block bots in real time, and protect workloads seamlessly, whether they are on-premises, in the cloud, or across distributed environments.

Looking ahead, the growing impact of quantum computing makes post-quantum cryptography (PQC) readiness essential. Cyber adversaries are already executing "harvest now, decrypt later" attacks, collecting encrypted data today with the intent to break it once quantum capabilities mature. Supported by decades of cryptographic leadership, F5 ADSP delivers end-to-end PQC through NIST-approved algorithms, securing both client and server environments across hybrid, multicloud, and even legacy systems—without requiring costly infrastructure overhauls.

By combining cutting-edge technical innovation with strong ecosystem collaboration, F5 helps enterprises and OEM partners build secure-by-design ecosystems. This approach ensures organizations remain resilient against today's AI-driven threats while staying prepared for the challenges of the quantum future.

PRATIK SHAH
MANAGING DIRECTOR - INDIA & SAARC, F5

Tenable advances AI exposure management with unified cybersecurity platform

As businesses race to adopt GenAI to boost productivity, they are inadvertently creating a new, complex, and often invisible frontier of exposure. Security teams lack visibility into how employees use these powerful tools, what sensitive data might be exposed, and how attackers could manipulate them. To help organisations address these risks, Tenable announced a significant expansion of its market-leading Tenable One platform with the launch of Tenable AI Exposure—a comprehensive solution to see, manage, and control the risks introduced by GenAI. This is a critical step in the evolution of exposure management.

We recognise that CISOs are tired of managing dozens of disparate tools, so our evolution began by creating Tenable One—a unified platform that consolidates their view of risk into a single source of truth. But beyond consolidation, we understand that security teams are overwhelmed with alerts and need clarity, not noise. That's why Tenable One continues to evolve with embedded AI and analytics to deliver prioritised, actionable guidance—shifting the focus from identifying problems to knowing what to fix first. We are also building executive-level reporting and risk quantification capabilities to support board-level conversations, helping leaders translate complex data into business and financial impact. Tenable protects firmware, BIOS, and embedded systems through deep visibility. Tenable OT Security passively inventories devices, identifies firmware versions, monitors configurations for unauthorised changes, and detects threats via network anomalies—helping teams proactively manage and prevent exploitation.

RAJNISH GUPTA
MANAGING DIRECTOR AND COUNTRY MANAGER, TENABLE INDIA

Veeam champions radical resilience for proactive cyber threat defense

At Veeam, our mission is to help organizations achieve data resilience—not just recover from cyber-attacks, data loss, or outages, but emerge stronger and stay ahead of future threats. Recon Scanner, now integrated into the Veeam Data Platform, leverages intelligence from Coveware by Veeam, which maintains one of the world's largest ransomware incident databases. It proactively scans backup environments for malicious activity, such as unusual file changes or suspicious user behaviour, helping detect threats early. We follow Zero Trust principles—no action is trusted by default, access is restricted, backups are immutable, and all operations are verified. Our Threat Center in Veeam ONE consolidates critical insights across the platform, giving customers a unified view of their environment's security posture. We also partner with companies like CrowdStrike to combine endpoint protection with data resilience, offering visibility and actionable intelligence across infrastructures.

With cybercriminals growing more sophisticated and the attack surface expanding, we embrace Radical Resilience—helping organizations recover quickly with minimal disruption. Our expanded Cyber Secure Program includes quarterly security assessments, guaranteed incident response within 15 minutes, and ransomware recovery warranties, especially valuable in India and the SAARC region. Secure by Design principles guide our development process, with malware detection embedded before, during, and after backups. While Veeam doesn't manufacture hardware, we advocate best practices for firmware and BIOS security. We recommend enabling UEFI native mode, Secure Boot, TPM 2.0, and using immutable, hardened repositories. Post BIOS updates, rescanning and validation ensure systems remain fully operational, securing data protection from the hardware up.

SANDEEP BHAMBURE
VP & MD - INDIA & SAARC, VEEAM SOFTWARE

Zscaler powers secure innovation with AI-driven Zero Trust approach

With the rise of cyberattacks becoming more frequent and complex, protecting our digital world requires complete visibility and control. Zscaler's AI-driven Zero Trust Exchange examines over 500 trillion signals every day, utilizing advanced analytics to detect and mitigate threats before they can impact users, applications, or devices. We analyze all traffic, including encrypted data, to block ransomware, zero-day attacks, and phishing schemes instantly. By leveraging our industry-leading Security Graph and the power of AI, we transform raw data into actionable intelligence—often identifying threats before they are publicly known—and secure our global customer base at scale with unmatched agility.

As organizations increasingly adopt cloud services, IoT, and edge computing, Zscaler helps reduce risks by embedding Zero Trust principles into the architecture from the outset. This approach benefits not only enterprises but also OEM partners aiming to build secure-by-design products that operate safely across complex and distributed environments.

We are committed to integrating every available and emerging technology into our Zero Trust architecture. Like AI, quantum computing brings both significant opportunities and new security challenges. We are actively preparing for the post-quantum era and will be well-positioned to help customers securely embrace that future.

Security should not slow down transformation—it should accelerate it. That is precisely what Zscaler's approach is designed to do: enable innovation securely, intelligently, and confidently across the evolving digital landscape.

SUVABRATA SINHA
CISO-IN-RESIDENCE - INDIA, ZSCALER

Decoding the Role of New-Age CMOs:
Turning Insights into Impact

Gone are those days when marketing was simply about story-telling, brand messaging and advertising. CMOs today are not merely responsible for running marketing campaigns or running advertisements, but they help lead the entire company's strategy. They are expected to be fluent in everything - from AI-powered analytics to omnichannel customer experiences.

CMOs try to ensure that everything the business does supports its mission, while putting the customer first, turning marketing into a key driver of growth and innovation. They are strategic leaders who understand business goals and customer behavior, and shape experiences accordingly.

In today's dynamic and digitally driven business environment, marketers have evolved from brand custodians to strategic enablers who play a critical role in shaping and executing organizational strategy. They are now at the forefront of driving business growth, customer engagement, and digital transformation.

It's all about the Execution!

In a competitive market like today, it is not enough to just have a strong business plan — how customers experience your brand is often the deciding factor in success. CMOs ensure that internal ambition translates into external impact. They make sure what the company wants to achieve (e.g., growth, differentiation, expansion) is clearly communicated and felt by the customer through marketing, branding, and service. By aligning brand messaging, customer experience, and data-driven insights, CMOs help translate business vision into real, resonant customer experiences.

Today's CMOs also go beyond leading marketing teams — they work collaboratively across the entire C-suite; by aligning with CFOs on revenue targets, collaborating with CIOs to refine and integrate the tech stack, and partnering with CEOs to define and drive long-term strategic vision. This cross-functional collaboration isn't just advantageous, but it is critical to business success.

Use of AI & Automation changing the Marketing landscape

The use of AI and automation have dramatically changed the landscape for today's modern marketers—eliminating manual tasks, enhancing customer targeting, and enabling faster, data-driven decisions across campaigns. With Marketing shifting from being largely intuition-driven to being heavily data- and technology-driven, the adoption of AI and Automation are helping marketers to analyze large volumes of data in real time, deliver highly personalized customer experiences, optimize campaigns dynamically, and scale efforts with greater efficiency.

As a result, marketers are now empowered to move faster, be more precise, and drive measurable impact across the entire customer journey.

THE NEW-AGE CMO: INSIGHTS, IMPACT, AND INNOVATION

ABHIJEET MUKHERJEE

ANKESH KUMAR

ARPITA SENGUPTA

ARVIND SAXENA

ASHISH P. DHAKAN

ASHU MEHROTRA

CHANDRIKA JAIN

DEBJANI GUPTA

DEEPAK MATHUR

DIPTI SINGH

DR. MITHILESH SINGH

KAUSTUBH PATKI

KIMI GUGLANI

KOMAL SOMANI

KRISTINE DANIELS

KUNAL AMAN

NAGESH BELUR

NICKI DEWHURST

NIKHIL DUDWADKAR

NIKHIL SHARMA

PUNEET CHADHA

RAJESH GOENKA

RIMI DAS

SOORAJ BALAKRISHNAN

VINNY SHARMA

A CMO MUST WEAR MULTIPLE HATS - A STORYTELLER, TECHNOLOGIST, AND STRATEGIST

ABHIJEET MUKHERJEE
Head of Marketing at Crayon Software Experts India

"Traditional marketing was about getting visibility and creating demand. Today, the expectation is far deeper, marketing has to deliver business outcomes. My role at Crayon has shifted from being campaign-led to being insight-led. It is no longer just about brand presence; it's about guiding where the business should invest its energy, how we position ourselves in a crowded digital ecosystem, and how we align with the evolving needs of enterprises. Marketing now sits at the core of decision-making, and that requires me to act less as a communicator and more as a strategist who connects customer signals with business priorities.

At Crayon, we use predictive models to identify what our customers might need even before they articulate it, and automation ensures that our engagement is timely and consistent. This means our teams are not just reacting to opportunities but shaping them. The real win is that AI takes away the noise and lets us focus on high-value interactions, whether that's creating tailored thought leadership or strengthening partner collaboration.

The CMO of Tomorrow

The CMO of the future will be a growth architect. I see the role evolving beyond brand custodianship into owning customer experience end-to-end and directly influencing revenue models. I believe the most impactful CMOs will be the ones who can translate customer insight into innovation, help shape partner ecosystems, and ensure that marketing is not just about influence but about measurable business value. In many ways, the future CMO will be the voice of the customer inside the boardroom, ensuring that strategy always begins and ends with the customer."

THE CMO OF THE FUTURE IS A STRATEGIC LEADER WHO DRIVES INNOVATION, GROWTH, AND TRANSFORMATION

ANKESH KUMAR
Director & Chief of Marketing, Ingram Micro

"Over the years, marketing has moved from being a support function to being the center of everything we do at Ingram Micro India. Customers today are always in discovery mode—actively searching, comparing, and engaging with brands before they ever reach a sales conversation. This means marketing no longer just creates awareness; it tracks and nurtures the customer journey end-to-end. My role has therefore shifted from running campaigns to shaping strategy.

Marketing & Digital Transformation

At Ingram Micro, digital transformation is not just about adopting new tools—it's about reimagining how we engage the entire channel ecosystem. Our digital marketplace, Xvantage, is at the core of this journey. Marketing plays a pivotal role in making that transformation real for our partners and customers.

Marketing is the engine that drives digital engagement across the customer journey—from creating awareness of the platform, to onboarding partners, to continuously educating and enabling them on how Xvantage can accelerate their business. Importantly, marketing also acts as the bridge across the ecosystem. In short, marketing is both the storyteller and the architect of our digital transformation—translating the power of Xvantage into tangible outcomes that help partners grow faster, serve customers better, and strengthen the overall channel.

The CMO of Tomorrow

The role of CMOs is evolving from being campaign leaders to becoming strategic architects of growth. My vision for the future is clear—marketing will be fully AI-enabled, automation-driven, and powered by data intelligence. In the IT channel ecosystem, this shift is even more critical. The CMO of the future must therefore lead with insight, foresight, and ecosystem collaboration."

NEW-AGE CMOS WILL THRIVE ON A DATA DRIVEN DECISION-MAKING PROCESS

ASHISH P. DHAKAN
MD & CEO, Prama Hikvision India Pvt. Ltd.

"Marketing plays a crucial role in our digital transformation efforts, driving the company's growth and innovation in the security industry. It helps to develop and execute digital strategies to promote our products and services, leveraging channels like social media, content marketing, search engine optimization and various other initiatives. Our myriad marketing programs engage with customers through various touchpoints, providing support, answering queries, and gathering feedback to improve products and services. In pursuit of marketing, we promote bespoke products and solutions, showcasing their features, benefits, and applications to potential customers.

Our various marketing initiatives foster partnerships with ecosystem partners, dealers and distributors to expand the brand's reach and offerings. We also leverage advanced technologies like AI, automation, and analytics to enhance marketing initiatives to optimize outcomes. We rely on various advanced marketing tools and resources to navigate market trends, identify potential opportunities, and optimize marketing strategies.

The evolving Role of CMOs

The future role of CMOs in business strategy is rapidly evolving. They can help in bridging the gaps in strategy and operations. The future CMOs will need to connect marketing strategy to operational execution, focusing on differentiation and optimizing the customer journey to drive growth. It will be an opportune time for Data-Driven decision-making for CMOs. Leveraging data analytics and AI will be crucial for CMOs to make informed decisions, predict trends, and personalize customer experiences. Collaboration and agility will be the key success factors. The future CMOs will need to work closely with other C-suite executives, such as CEOs and CIOs, to drive growth and innovation.

To sum up, the future CMOs will have to leverage new technologies like generative AI, quantum computing, and predictive analytics to enhance marketing strategies and customer engagement."

TOMORROW'S CMOS WILL GO BEYOND STORYTELLING TO BECOME TRUE BUSINESS ARCHITECTS

ASHU MEHROTRA
VP, Marketing, TP-Link

SAVIO ALMEIDA
AVP, Marketing, TP-Link

"Marketing earlier was largely about communication and campaigns. Today, it is about shaping growth strategy and ensuring customer experience is at the centre of business decisions. Our role has evolved from being a promoter of products to becoming a partner in defining business direction ensuring that every marketing initiative ties directly to revenue, customer retention, and long-term brand value.

We have moved beyond vanity metrics like impressions or likes. The focus is on tangible outcomes that includes creating a pipeline contribution, customer acquisition cost (CAC), customer lifetime value (CLV), and marketing-influenced revenue. Engagement is still important, but it's tied back to conversion and retention, ensuring marketing as a growth engine rather than just a communication function.

AI & Automation – The Tool for Marketers

AI and automation have transformed the way we operate. From predictive analytics that anticipate customer needs, to automation that personalizes engagement at scale, technology enables us to be faster and more precise. For example, AI helps us segment audiences dynamically and deliver hyper-personalized content, while advanced analytics ensures every decision is backed by data, not assumptions. AI today is slowly and gradually becoming a tool for marketers and helping them to enhance their performance along with helping keep a track from initiation and ideation to execution of various activities.

The CMO of the Future

The Future CMO won't just be a storyteller but they will be a business builder. With deep knowledge of customers, data, and market shifts, CMOs will play a pivotal role in shaping overall strategy, and not just marketing execution. Going forward, the marketer will be more of a business leader rather than someone just filling in the gap for providing marketing activities."

CMOS WILL BE AT THE CENTER OF ALIGNING DATA TECHNOLOGY, AND CREATIVITY

DEBJANI GUPTA
Country Marketing Leader, Zoom Communications

"The role of Chief Marketing Officers (CMOs) has evolved rapidly and today, it extends far beyond brand building to driving revenue, owning the customer experience, and opening new growth channels. At Zoom, marketing is deeply integrated with our business strategy, identifying new market opportunities, innovating ahead of customer needs, and shaping the overall growth agenda. Looking ahead, we see CMOs becoming even stronger strategic growth partners, the true architects of the customer journey and key drivers of business transformation.

Role of Marketing in Digital Transformation

In an organization's digital transformation journey, marketing is a vital driver in engaging customers across digital channels, tailoring communications, enhancing user experiences, and applying data to inform strategic decisions. At Zoom, we see this as more than adopting new tools, it's about reimagining how we connect with customers, tell our story, and create seamless experiences across every touchpoint with our AI-first solutions. Innovations such as Zoom AI Companion, Zoom Docs, Zoom Events, Sessions, and Webinars have significantly enhanced our digital marketing capabilities. These tools enable us to optimize processes, automate routine tasks, repurpose content at scale, and elevate virtual event production. In fact, last year alone, marketers and event organizers hosted over 6 million virtual events on Zoom, reaching 268 million attendees globally, reimagining what's possible through the power of AI, automation, and production innovation. Through this approach, we have unlocked new growth avenues, increased agility to adapt in a dynamic market, and elevated customer interactions across every stage of the journey."

MARKETING INCREASINGLY BECOMING A 'PROFIT-CENTER' ENABLING BUSINESSES TO EXPAND MINDSHARE AND MARKET SHARE

DIPTI SINGH
Director – Marketing & Communications, VERTIV India

"At Vertiv, my role has expanded from what many once saw as a "support function" to being a core driver of business growth. Today, it's about sitting at the strategy table and helping shape the direction of the business. For me, the real shift has been moving from execution to influence. At Vertiv, this means working closely with sales, product, solutions, engineering and Tech Business Development teams, bringing in customer-led insight driven solutions offering and ensuring marketing ties directly to growth. To me, this really means marketing is no longer "about the brand alone," but about how the brand fuels the business. Marketing at Vertiv is deeply embedded in the business strategy, using insights from our advanced infrastructure portfolio—including AI-ready solutions and sustainable technologies—to directly fuel revenue growth and market expansion.

Use of latest Tech in Marketing

AI and analytics have changed the way we approach almost everything. Earlier, you had to wait for campaign results to understand what worked. Now, our AI-powered platforms, such as the Vertiv AI Hub and proprietary analytics tools, provide real-time insights into customer behavior and infrastructure needs, enabling us to deliver highly personalized, context-driven marketing at scale. Automation streamlines routine processes, freeing our marketing team to focus on crafting strategic narratives around Vertiv's cutting-edge solutions for AI data centers, edge computing, and sustainable power and cooling.

This transformation empowers our marketers to lead with speed and insight, resulting in tangible outcomes, including accelerated strategic engagement, deeper penetration in key accounts, faster time-to-market for new offerings, and enhanced market share growth."

CMOS WILL DRIVE THE NEXUS BETWEEN CUSTOMER EXPERIENCE, PRODUCT INNOVATION AND REVENUE GROWTH

KIMI GUGLANI
Marketing Director for India and SAARC, Trend Micro

"Marketing has moved beyond campaigns and sales support to become a driver of strategic leadership. With cybersecurity now a board-level conversation, customers now anticipate vendors to be business-outcome-aware and risk-aware partners. Marketing today is also advocating for the voice of the customer, driving innovation in spaces such as zero trust, threat intelligence, and AI-based security.

Use of AI, Automation, Analytics enhancing Marketing

Artificial intelligence, automation, and big data analytics are fundamentally transforming the operations of marketing. Our key goal is to use these technologies to drive personalization at scale, optimize resource deployment, and run intelligence-driven campaigns. Predictive analytics allows us to determine which accounts are most likely to engage, using intent data, industry threat patterns, and purchase signals, while AI-powered content engines allow us to personalize messages by industry vertical, be it BFSI, government, or manufacturing. Marketing automation platforms further automate lead nurturing, scoring, and campaign orchestration and ensure that prospects are provided with timely, context-sensitive information that walks them through their buying journey.

The CMO of Tomorrow

In the past, CMOs were demand and brand generators. CMOs in the future will be business growth architects, leaders who stand at the nexus of customer experience, product innovation, and revenue strategy. The next CMO will be three things to me. First, as customer champion, to make sure that field insights inform product design, go-to-market, and partner alignment. Second, as strategic advisor, to lead cross-functional collaboration across sales, R&D, and finance to prepare the company for long-term growth. And third, as storyteller, to tell a credible story communicating not just product value but also the company's contribution to defining the future of secure ecosystems."

FOR THE CMO, IT'S ALWAYS BUILDING THE BRAND IDENTITY ON CUSTOMER TRUST

KOMAL SOMANI
Whole Time director, CHRO and CMO, ESDS Software Solution

"The role of marketing has changed from executing promotional campaigns to guiding the whole organization's planning with a focus on customer needs, integrating data-driven decision-making in collaboration with other departments to drive growth. This thought process follows moving beyond traditional mass communication to a customer centric model, combining digital technologies to build personalized experiences and foster long-term brand loyalty.

Use of latest Tech in Marketing

Innovation is in our DNA, and incorporating AI and machine learning into our marketing plans is proof of that. We utilize AI-based analytics to understand intricate customer behaviours, empowering highly focused and individualized marketing campaigns. Machine learning algorithms forecast upcoming patterns, enabling us to be proactive and provide our customers with exactly what they require, at the right time. Our digital transformation journey acts as the bridge between our technology capabilities and customer needs. We consider brand visibility to be an important element of the IT industry.

Evolving Role of a CMO

As a CMO, I believe our brand identity is built on a foundation of innovation, trust, and impact. At ESDS, we tell a story of how we are not just adapting to the future but pursuing to actively shape it. Consistency across all platforms is key, but so is our commitment to thought leadership and social responsibility. Through our sustainable practices and dedication to pushing boundaries, we demonstrate our commitment to making a positive societal impact. By staying true to our values and continuously engaging with our audience in meaningful ways, we aim to ensure that the ESDS brand remains synonymous with excellence and leadership in the IT industry."

A MARKETER IS A FRONT-LINE PARTNER IN DRIVING GROWTH, INFLUENCING DECISIONS, AND STRENGTHENING BRAND TRUST

KRISTINE DANIELS
Head of India – Marketing, Rubrik

"In a cybersecurity company, especially an OEM, marketers carry a responsibility that goes far beyond 'creating buzz'. They sit at the intersection of technology, business, and customers, helping shape the direction of the company while also driving its day-to-day impact in the market. The role of a marketer today goes far beyond traditional marketing activities like brand awareness or content creation. Marketers are now working hand-in-hand with sales, building closer relationships with customers, and often becoming trusted advisors in their own right. Customers are not just listening to sales pitches—they are also valuing and vouching for the words of marketers because of the credibility and relationships we build over time. In this way, marketing is no longer a back-end function, but a front-line partner in driving growth, influencing decisions, and strengthening trust in the brand.

As marketers, our first responsibility is to stay focused on the target audience. For us, that means identifying and engaging the decision-makers who matter most—CIOs, CISOs, Presidents, VPs, and Heads of IT. It's equally important to recognize where we stand in the product life cycle and how our company is positioned in the market. Also, execution is where strategy comes alive. It's not enough to have a plan—we need to activate it across the right platforms and channels. That means an integrated approach: using PR to build credibility, digital marketing to scale reach, thought leadership to shape conversations, and focused roundtables and events to drive meaningful engagement.

Ultimately, marketing in a cybersecurity OEM is about creating a bridge—between strategy and execution, between technology and market needs, between where we are and where we want to be."

THE FUTURE CMO WILL BE BOTH A STRATEGIST AND A CONNECTOR

KUNAL AMAN
Regional Marketing Director – India, Middle East, Turkey, and Africa, SAS

"Over the years, my role at SAS has evolved from executing marketing activities to driving strategic impact by getting an 'outside in view', uncovering white spaces for our business to grow, engaging leaders, shaping business direction, influencing priorities, and mentoring future talent. A key shift has been building cross-functional collaboration with sales, presales, customer success and finance to contribute to as well as shape and guide organizational priorities together.

Today, marketing is not just about visibility, it's about enabling growth. By crafting compelling narratives, accelerating opportunities and fueling the pipeline, marketing plays a central role in shaping long-term business levers. My focus at SAS has been on ensuring relevance, creating efficiency, and local market impact. Being part of SAS, a data and AI leader, has also transformed our marketing operations to be agile, data-driven and tech-enabled.

The changing Role of CMOs

The expectations from marketing leaders are only set to increase in the times to come. I see the CMO evolving into a growth orchestrator, a strategic partner who is deeply embedded in business strategy, not just marketing execution. The marketing leaders of tomorrow will need to be great collaborators, aligning cross-functional teams, marrying data and insights with creativity to create impact.

With the infusion of gen AI and agentic AI, marketing is entering a new era, supercharged with enhanced creativity, productivity and speed to market. Yet, the Modern CMO has to continue to bridge storytelling with analytics, integrating marketing with technology to make smarter decisions. In essence, the future CMO is both a strategist and a connector, bringing people, processes, and platforms together to fuel sustainable growth."

MARKETING HELPING BRIDGE THE GAP BETWEEN THE INTERNAL VISION AND THE EXTERNAL REALITY

NAGESH BELUR
Chief Marketing Officer – iValue Group

"At iValue, marketing has become less about creating campaigns and more about shaping how people experience us as a company. In the past, the focus was on visibility. Today, it's about building clarity and trust around who we are, what we stand for, and the value we bring to enterprises. For us, Marketing is all about consistency. Every piece of communication, whether it's thought leadership, partner engagement, or customer interaction, contributes to how iValue is seen. So, the shift has really been from promotion to purpose; ensuring that iValue's image in the market reflects the value we bring to customers, partners, and the broader ecosystem.

Marketing & Digital Transformation

Technology may drive digital transformation, but it's marketing that gives it context; helping enterprises see why it matters and how it shapes their future. We translate complex ideas, like cybersecurity frameworks, hybrid cloud infrastructure, or data privacy compliance, into conversations that decision-makers can connect with. It's about making the technology story accessible and relevant, so that our customers and partners see not just the "what," but the "why" behind transformation.

The CMO of the Future

In the future, CMOs will be less about "how do we promote this" and more about "how do we shape this, so it matters to our ecosystem." That means being part of strategic conversations on growth, partnerships, and innovation right from the start. At its core, marketing is still about people, understanding what they value, how they decide, and what earns their trust. CMOs will need to bring that understanding not just to campaigns, but to board-level strategy, so businesses stay relevant in a fast-moving world."

BY BRIDGING STRATEGIES, CMOS BRING FOCUS AND CLARITY TO THE ENTIRE ORGANIZATION

NICKI DEWHURST
Vice President Marketing, Sophos, Asia Pacific & Japan

"Traditional marketing focused on promoting products and brands through familiar channels like print, email, websites, even TV, using a structured and linear approach to engagement. Modern marketing leadership, however, requires agility to match the pace of change, the ability to translate complexity into value, help your business stand out in a crowded market place, while maintaining a commitment to cross-functional collaboration. It's a team sport now.

AI is already changing the way people buy and how we reach them. Social media influences every layer of marketing from strategy to campaigns and execution. As leaders, we need to zoom out, stay current, and create space for our teams to test, learn, grow, and succeed. At the same time, marketers are expected to be more data-driven than ever, using insights to achieve better results and greater productivity. With time being tight, resources becoming scarce and the landscape moving fast, it is important that we still make space to experiment, fail fast, and grow to ensure we stay sharp and stay ahead.

Evolution of the Future CMO

The future CMO won't just support business strategy, but we will help shape it. As markets shift, customer behaviours change, and AI continues to influence how we work, CMOs are uniquely placed to bring clarity and cohesion across the business. CMOs need to build cultures of learning, experimentation, and agility. We can't just scale what works and centralize it. The strongest marketing leaders will know how to balance data and creativity using AI and analytics to drive smarter, faster decisions, while staying grounded in human insight and storytelling."

TODAY'S CMO IS THE CHIEF ORCHESTRATOR OF INNOVATION AND OPERATIONAL EXCELLENCE

NIKHIL DUDWADKAR
Head of Marketing, India, Kaspersky

"Traditional marketing focuses on activities like event management, email marketing, and webinar operations, primarily middle and lower funnel efforts. Today, my role has evolved into strategic leadership where the focus lies on brand and thought leadership, demand generation, and customer engagement at the upper funnel. This includes leading Product Marketing, running Account-Based Marketing (ABM) workshops with large enterprise clients, developing case studies, and overseeing campaign strategy. Instead of a one-size-fits-all promotional approach, the goal is now long-term value creation with strategic products tailored to B2B enterprise audiences, and talking points are now more business-outcome driven than just features and benefits.

Marketing's role today extends well beyond just generating leads; it's now a direct contributor to business revenue. The top three metrics we track are -

- **Revenue and Pipeline Contribution:** Measures how marketing efforts convert into actual sales and future opportunities.
- **Campaign Performance (Demand Gen):** Assesses how different campaigns perform in driving interest and engagement across the funnel.
- **Operational Efficiency Metrics:** Includes budget spend effectiveness, campaign ROI, and improvements in the marketing cycle time.

Future role of CMOs

The CMO's future is rooted in being the chief orchestrator of innovation and operational excellence. Beyond representing the voice of the customer, CMOs must now act as connectors between innovation, growth, and execution. They play a critical role in aligning marketing with product, sales, and customer success teams to ensure agile responses to market needs. As digital disruption continues, CMOs will lead organizations in staying competitive, customer-centric, and forward-thinking."

A CMO FUSES DATA-DRIVEN STORYTELLING WITH AI-POWERED INSIGHT

PUNEET CHADHA
Global Chief Marketing Officer, Redington

"At Redington, we have transitioned from traditional marketing to a more strategic, insight-driven approach. Our narrative intertwines technology, strategy, and storytelling. Marketing today is propelled by AI adoption, driving demand generation, predictive market analytics, and Redington-led global events from The Forum for direct partner engagement to Crescent Nights in MENA and global showcases like GITEX, LEAP, and Web Summit.

Through these platforms, we collaborate with tech brands and our channel partners the true Makers of the Next unlocking growth opportunities and increasing visibility via initiatives such as RevScale (digital-first campaigns, SEO, and ABM) and Tech Ventures (partner recognition and rewards).

Importantly, this shift aligns with India's larger digital story where over 60% of new online shoppers now come from Tier 2 and Tier 3 cities, and platforms like UPI processed more than 185 billion transactions in FY 2024–25, growing 41% year-on-year. For Redington and its partners, this means marketing is not just about messaging; it's about enabling partners to grow with these macro digital shifts.

Role of Marketing in Digital Transformation efforts

Marketing is central to Redington's digital transformation, bridging strategy, technology, and partner engagement. In many ways, our work mirrors India's own digital transformation journey. The new unified narrative, Unlock Next, reflects our evolving brand story and guides initiatives across its five pillars: Access, Growth, Trust, Efficiency, and Impact.

We bring these pillars to life through partner-centric IPs like The Vertical (vertical-specific solutions), The Pitch Room.AI (connecting startups with partners), and large-scale digital platforms like ISAAS (digital lead generation and nurturing). We also see AI, automation, and analytics as force multipliers, elevating marketing from a support function to a strategic growth engine."

THE FUTURE CMO WILL BRIDGES TECHNOLOGY TRENDS, MARKET DYNAMICS, AND ORGANIZATIONAL GROWTH

RAJESH GOENKA
CEO, Rashi Peripherals

"At Rashi Peripherals, our marketing function has evolved significantly from being a value-added distributor to becoming a strategic business enabler. Traditional marketing was often about promoting products and services, but today's marketing leadership at RP Tech involves comprehensive business strategy formulation, market expansion planning, and channel ecosystem development.

Our strategic leadership role now encompasses several critical areas - First, we drive our expansion into Tier 3 and Tier 4 markets, which requires deep market understanding and localized strategies. Second, we play a pivotal role in market development for our brands. Our marketing intelligence helps identify emerging technology trends—whether it's AI-powered computing, embedded solutions, or surveillance products—that align with market demand and our distribution capabilities. Third, our marketing function now leads digital transformation initiatives across the organization.

Role of Marketing in Digital Transformation

Marketing is in the DNA of Rashi Peripherals. It is one of the most important aspects of our business and has been instrumental in our engagement with various stakeholders like channel partners, brands, employees, investors and so on. We leverage both traditional and modern marketing tools to amplify our message and reach out to potential customers. Our marketing function serves as the catalyst for digital transformation across multiple dimensions of our business.

The Evolving Role of a CMO

The future CMO in the ICT distribution industry will be a strategic business architect who bridges technology trends, market dynamics, and organizational growth. At Rashi Peripherals, we envision the CMO role evolving into three core dimensions - as a Strategic Market Intelligence Leader; Ecosystem Partnership Orchestrator and Digital Transformation Catalyst."

THE FUTURE CMO WILL CHAMPION THE CUSTOMER'S VOICE TO ENSURE A CUSTOMER-CENTRIC DECISION

RIMI DAS
Head of Marketing, India Region, Pure Storage

"My role as a marketer has shifted from a promotional function to a core strategic business function integrating into all aspects of business decisions and customer engagement, driven by a deep understanding of customer needs and market trends, and not to forget innovative thinking to drive growth rather than just managing campaigns. A marketer should understand that strategic leadership in marketing now encompasses guiding the company's overall direction, aligning with business goals, and influencing executive decisions. They are responsible for ensuring that every marketing activity, whether it be a campaign or any customer outreach, directly supports the company's big-picture goals, its mission, what it stands for and the vision of what the company aims to become.

Marketing Role in Digital Transformation efforts

Marketing plays a crucial role in digital transformation. It leverages data, technology and new channels to improve customer engagement, personalize experiences and drive business growth. It acts as a bridge between the business and the customer, using digital tools to understand customer behavior, refine strategies, and ultimately achieve business objectives.

The Changing Role of the CMO

CMOs will be integral to overall business strategy, aligning marketing initiatives with corporate vision and mission to drive growth. They will champion the customer's voice and needs throughout the organization, ensuring decisions are customer-centric. They won't just focus on advertising or brand campaigns but will play a central role in shaping the company's direction and success. Their work will influence how the company grows, competes, and operates.

CMOS WILL INCREASINGLY BE GROWTH OFFICERS, INNOVATION PARTNERS AND CUSTOMER ADVOCATES

SOORAJ BALAKRISHNAN
Associate Director & Head of Marketing, Acer India

"At Acer India, we take a balanced approach to measuring marketing's contribution to growth, blending quantitative performance metrics with long-term brand health indicators. On the performance side, we track metrics such as sales growth, lead conversion rates, return on marketing investment (ROMI), and digital engagement KPIs like CTRs, cost per acquisition, and customer lifetime value. At the same time, we closely monitor brand metrics such as awareness, consideration, and preference scores in our target segments.

Marketing & Digital Transformation

Marketing is at the heart of our digital transformation, both as a driver and as a beneficiary. On one hand, we are leveraging data, automation, and AI-powered insights to make our marketing more precise, personalized, and measurable, whether it's through programmatic advertising, predictive analytics, or advanced CRM systems. On the other hand, marketing acts as the bridge between our technology-led innovations and the customer, ensuring that our digital-first products, services, and experiences are clearly communicated and seamlessly adopted.

Evolving Role of the CMO

The role of the CMO is rapidly evolving from being primarily a brand custodian to becoming a core architect of business strategy. My vision is for CMOs to be deeply embedded in strategic decision-making, not just influencing the go-to-market plan, but shaping the very products, services, and experiences that define the brand. CMOs will increasingly be growth officers, innovation partners, and customer advocates, all rolled into one, ensuring that business strategy is inseparable from customer strategy."

VINNY SHARMA
Marketing Director - Asia Pacific Japan & Middle East Africa, Securonix

"With the internet as the new marketplace, the role of marketers has also evolved dramatically, where they were the traditional guardians of the brand and managers of marketing budgets. Today's marketers are growth drivers and revenue generators, leveraging data analytics and customer insights to forecast trends and drive measurable growth.

At Securonix, a leader in a domain as dynamic as cybersecurity, we believe marketing activities should establish stakeholder confidence while focusing on building customer-centric strategies. This includes creating extensive awareness about the evolving threat landscape while acting as innovation catalysts and capability builders to drive adoption. Securonix has a diverse partnership programme for MSSPs, VARs, technology partners, system integrators, and technology service distributors to deliver cutting-edge solutions to customers.

Marketers should understand that long-term strategic initiatives drive future growth while tactical execution brings in revenues and customer engagement in the short term. With data and technology at their fingertips, marketing leaders should focus on data-driven decision-making to predict market trends, adapting the right tactics and quickly responding to customers' behaviors and demands. We at Securonix leverage AI, automation, AI-powered search, and advanced analytics to personalize customer engagement, ascertain customer preferences, and optimize the performance of marketing campaigns in real-time. As a leader in the space, we share industry-valuable insights through publications, influencer events, webinars, and more. We believe marketing is a tool to cultivate trust, increase the adoption rate, and empower organizations to excel in an increasingly complex threat landscape."

To Be Continued... Stay Tuned for the Next Issue

Hikvision's Strategic Approach to Advanced Corporate Park Security

In today's VUCA (Volatile, Uncertain, Complex, Ambiguous) business environment, corporate parks and enterprise campuses face evolving security threats that demand robust, intelligent, and future-ready protection. With thousands of employees, multiple access points, and sensitive data at risk, corporate security management has become a top priority for business continuity and reputation protection. Hikvision recommends a multi-layered security strategy that integrates physical and digital safeguards to create a resilient ecosystem.

Key Measures for Robust Security in Corporate Business Parks

- Modern Access Control Systems – Upgrade outdated locks and keycards with biometric access, RFID smart cards, and AI-powered smart locks to prevent unauthorized entry and enhance workplace safety.
- Employee Security Awareness – Conduct regular training sessions on incident response, data protection, and threat detection to build a security-conscious workforce.
- Cyber-Physical Security Integration – Corporate networks are prime targets for cyberattacks. Hikvision recommends integrating cybersecurity with physical surveillance to protect against hacking, breaches, and insider threats.
- AI-Powered Surveillance Upgrades – Replace outdated cameras with AI-enabled CCTV, smart alarms, and real-time monitoring solutions to detect suspicious behavior proactively.
- Perimeter Protection – Strengthen the outer boundary with smart fences, automated gates, and advanced checkpoints for layered defense.
- Emergency Preparedness – Implement disaster recovery frameworks and incident response drills to ensure quick action during crises.
- Multi-Factor Authentication (MFA) – Use role-based access controls and MFA to safeguard sensitive zones such as data centers and R&D labs.
- Data & Network Security – Secure video feeds and communications through end-to-end encryption, VPNs, firewalls, and intrusion detection systems.
- Continuous Monitoring & Software Updates – Ensure active video monitoring with predefined incident protocols and regular security patches to eliminate vulnerabilities.
- Regulatory Compliance & Audits – Adhere to local data protection laws with structured retention and disposal policies, supported by periodic audits.

Hikvision delivers end-to-end enterprise security solutions for large corporate environments. Its AI-driven surveillance, intrusion detection, advanced access control, and smart monitoring systems are designed to safeguard people, assets, and information. Features like facial recognition, thermal imaging, perimeter defense, and data encryption enable organizations to strengthen compliance, improve employee safety, and maintain business continuity.

By adopting Hikvision's enterprise-grade security technologies, and coupled with the above steps corporate parks can future-proof their operations, minimize risks, and build a secure foundation for long-term growth in an unpredictable world.

CP PLUS Opens Galaxy Store in Nagpur, Showcasing Next-Gen Smart Security Solutions

CP PLUS, a global leader in advanced security and surveillance solutions, has unveiled its latest Galaxy Store in Nagpur, inaugurated by the Hon'ble Minister of Road Transport & Highways, Shri Nitin Gadkari. Positioned as an immersive experience center, the new store aims to revolutionize how people in India engage with smart security, surveillance, and automation technologies.

The CP PLUS Galaxy Store goes beyond being a retail outlet — it is a dynamic hub where homeowners, business owners, policymakers, and technology enthusiasts can explore AI-powered surveillance cameras, facial recognition systems, integrated monitoring platforms, and smart home security solutions. By offering hands-on demonstrations, the store bridges the gap between cutting-edge technology and real-world applications, making security solutions more accessible, affordable, and user-friendly.

A key highlight of this initiative is CP PLUS's emphasis on awareness and empowerment. The Nagpur Galaxy Store will regularly host live demos, training sessions, and workshops to educate users about the importance of surveillance technology and how it can safeguard homes, offices, and communities. According to CP PLUS Managing Director, Aditya Khemka, the company's mission is not only to sell products but also to build an ecosystem of informed, empowered users who see security as a necessity rather than a luxury.

This launch marks a significant milestone in CP PLUS's expansion into Tier-II cities, where the demand for intelligent surveillance is rising rapidly in step with urbanization. The Galaxy Store format is designed to reimagine the retail experience in security by offering personalized guidance and tailored solutions for individuals, families, and businesses.

With the Nagpur Galaxy Store, CP PLUS reinforces its vision of bringing next-gen security innovations to the public, ensuring that safety and surveillance remain within everyone's reach.

Punjab's IT Sector Accelerates with the Grand Launch of India IT Expo 2025

The expo themed, "Empowering Digital Transformation," had speakers under one roof emphasizing on the importance of collaboration in driving innovation across IT, AI, cybersecurity and emerging technologies. VARINDIA reports…

Punjab witnessed a defining moment for its digital economy with the grand debut of India IT Expo 2025, inaugurated by Finance Minister Harpal Singh Cheema in Ludhiana. Billed as the largest IT showcase in the state's history, the three-day event (August 22–24) at Hotel Regenta Central Klassik brought together technology leaders, policymakers, innovators, and business stakeholders under one roof.

Expo Highlights: Innovation Meets Collaboration

Jointly organized by Punjab Association of Computer Traders (PACT), Association of Computer Entrepreneurs (ACE), and the Federation of All India IT Associations (FAIITA), the expo created a vibrant platform for showcasing technology and fostering partnerships.

70+ exhibitors representing 80+ global and Indian brands showcased their latest innovations in IT, AI, cybersecurity, and emerging technologies. The event drew 9,500+ traders from Punjab and Chandigarh and expects to surpass 50,000 visitors over three days. Over 100 FAIITA delegates, state trade body presidents, and media representatives were in attendance, underlining its national significance.

Day one focused on exclusive B2B networking, while the subsequent days opened to both B2B and B2C audiences, giving participants an immersive experience of live demos, product launches, and knowledge-sharing sessions.

Government's Commitment: Building Punjab's IT Future

Addressing the gathering, Honourable Minister of Finance Shri Harpal Singh Cheema, Govt. of Punjab, reaffirmed the government's vision to expand Punjab's IT sector across multiple cities.

The state has reserved land for IT infrastructure, laying the groundwork for large-scale expansion. He highlighted that industrial investments exceeding ₹1 lakh crore have already flowed into Punjab, with IT claiming a significant share.

Cheema applauded the organizers for exposing Ludhiana's youth and IT professionals to cutting-edge technologies, opportunities often limited to online platforms.

A Platform for Growth and Digital Transformation

The expo's theme—"Empowering Digital Transformation"—resonated throughout, with speakers emphasizing collaboration as the key to driving innovation in a rapidly evolving landscape. Exhibitors showcased solutions aimed at small businesses, enterprises, and government sectors, highlighting how digital adoption can catalyze growth in Tier 2 and Tier 3 cities.

The India IT Expo 2025 is not just a trade show; it is a growth catalyst for Punjab's IT ecosystem. It reflects the combined efforts

NAVIN GUPTA
PRESIDENT - FAIITA,
ADDRESSING IN THE AGM

of government, associations, and industry leaders to position the state as a hub for IT trade, digital innovation, and investment in Northern India.

Looking Ahead: Punjab as an Emerging IT Hub

The event marked a significant convergence of technology, commerce, and governance, setting the tone for Punjab's IT growth trajectory. With its strong mix of policy support, investor confidence, and industry participation, the expo is expected to open new opportunities for collaboration and digital transformation.

As Finance Minister Cheema summed up, Punjab's IT journey is poised for sustained expansion and global relevance. The successful debut of India IT Expo 2025 signals not just a celebration of technology but a decisive step towards making Punjab a frontrunner in India's digital economy.

MR. GURPREET SINGH SUNNY, FOUNDER CHAIRMAN-PACT ADDRESSING THE MEDIA

ADDRESSING DELEGATES IN THE EVENT

Toshiba strengthens foothold in India with high-quality storage solutions and strategic partnerships

Toshiba, a renowned Japanese technology company, has built a reputation for delivering high-quality storage solutions that combine innovation, reliability, and the latest specifications. Over the years, it has expanded its presence in India, catering to enterprise, surveillance, and consumer segments while establishing strong partnerships across key verticals. VARINDIA spoke with Polad P Garda, Country Manager (Storage Devices), Toshiba India Pvt. Ltd., to understand the company's strategy, R&D focus, and roadmap for the Indian market. Excerpts:

> "After-sales service is of prime importance to us. Unlike others, Toshiba replaces faulty hard drives with brand-new ones instead of repairing them as long as they are under warranty, ensuring data integrity. Returned drives are sent back to the factory and never re-enter the market"

What is the USP of Toshiba and what makes it stand out in the market?

Toshiba is a Japanese company, and quality along with service is at the core of everything we do. We ensure that every product delivered is of the highest quality, offering best-in-market specifications and the latest available technology.

How has Toshiba established its brand positioning in India?

I've been with Toshiba for nearly 14 years, and during this time, our business has expanded significantly. We started with laptop drives and now offer a complete portfolio including enterprise, surveillance, mass storage, and external drives in India. The surveillance and enterprise segments, in particular, are witnessing exponential growth, giving us a strong foothold in the market.

Which verticals has Toshiba successfully penetrated, and in which areas have you built preferred partnerships?

Thanks to supportive government policies, ongoing investments, and India's positive economic outlook, we see strong traction in several sectors. The government segment, driven by GeM, has been significant, alongside CCTV, smart cities, courts, and large enterprise projects. We've also built a strong presence in verticals like smart cities, surveillance, highways, networking, and education, where Toshiba enjoys preferred partnerships and consistent growth.

How is Toshiba's distribution network structured in India?

Currently, we have one national distributor—Rashi. Through them, we bill around 900–1,000 unique dealers every quarter, covering more than 400–500 cities across India.

How does Toshiba ensure superior service and support for its customers?

After-sales service is of prime importance to us. Unlike others, Toshiba replaces faulty hard drives with brand-new ones instead of repairing them as long as they are under warranty, ensuring data integrity. Returned drives are sent back to the factory and never re-enter the market.

Can you elaborate on Toshiba's R&D capabilities and the roadmap for the coming year?

True to the Japanese way of working, R&D is central to Toshiba. We may sometimes be the last to market, but that ensures every product meets the highest standards before launch. Looking ahead, with AI gaining prominence, we are developing AI-optimized drives and focusing on expanding capacity, with 24TB, 26TB, 28TB, and even 30TB drives expected soon.

How is Toshiba strengthening its engagement with data centers?

Toshiba works with data centers through strategic partnerships with system integrators (SIs), enabling deeper penetration into key verticals and ensuring a more effective, collaborative approach than pursuing them individually.

Finally, what message would you like to share with Indian enterprises about storage opportunities?

Hard drives are making a strong comeback. People now realize that SSDs and hard drives will co-exist. Hard drives remain essential for long-term storage. With demand rising and supply expected to be tight, it's the right time for businesses to capitalize on this opportunity.

From Tier-1 to Tier-5 Cities: Pantum is Redefining Printing Across India

Pantum, the global printer manufacturer, has been steadily strengthening its foothold in India with a vision to provide affordable yet advanced printing solutions across every customer segment. From entry-level users to large enterprises, Pantum's strategy is clear: deliver value through technology, ensure accessibility, and grow hand-in-hand with its partners. Below are the excerpts of VARINDIA's exclusive interaction with Nitish Gulati, Senior Manager (Pantum India), Pantum International Limited.

NITISH GULATI
SR. MANAGER (PANTUM INDIA),
PANTUM INTERNATIONAL LIMITED

A Comprehensive Product Portfolio

Speaking about Pantum's offerings, Mr. Nitish Gulati, Senior Manager (Pantum India), said, "Pantum has gradually brought its complete product range to India, catering to SOHO, enterprises, and government institutions. Our printers meet 90% of user needs, and our goal is to provide affordable printing to every segment of customers."

Pantum offers a wide portfolio ranging from 22 ppm entry-level printers priced at less than Rs. 10,000 to multifunction models starting at Rs. 40,000. Its P2210 series dominates the entry segment, while the P2512W is India's first direct Wi-Fi-enabled entry-level printer. With a strong focus on duplex printing, e-stamping solutions, and multifunction devices supporting Apple AirPrint, Pantum ensures versatility across sectors. Upcoming duplex scanning printers and affordable original toners further enhance efficiency, durability, and value for customers.

Make in India Plans

Pantum has ambitious plans aligned with the "Make in India" initiative. "In the coming years, we are planning to introduce Make-in-India printers, including inkjet and A3 models," Mr. Gulati revealed. This will not only strengthen supply chain efficiency but also create localized solutions tailored to India's diverse market needs.

The Indian market, he emphasized, is viewed as a role model within Pantum International. "Our headquarters now looks at India as a showcase market for global growth, thanks to the rapid adoption and strong partner ecosystem here," he added.

Channel Engagement and Loyalty

Pantum's growth story in India is closely tied to its channel-first approach. The company works with a national distributor, Keynes Technology, supported by 40 regional distributors and nearly 1,000 Tier-3 partners. This extensive network ensures that Pantum products are readily available across India, including Tier-3, Tier-4, and Tier-5 cities.

"Our motto is simple—we grow with our loyal partners. Many have been with us for over a decade, and we remain committed to expanding together," he stated.

In Punjab, for example, Pantum's partner Maanit Overseas scaled from selling just 50 printers annually to nearly 600, with a target of 1,000 units next year. "This growth was possible because of trust. When our partners trust us and we trust them, business automatically grows," Mr. Gulati noted.

Pantum also invests in strengthening these relationships through travel incentives, training programs, and factory visits. Partners have been taken to Vietnam and China, where they experienced firsthand Pantum's manufacturing capabilities. "Seeing is believing—when partners saw how big Pantum really is, their confidence in the brand multiplied," said Mr. Gulati.

Looking Ahead

Currently ranked fourth in India's printer market, Pantum aims to move up to the second position in the coming years. With its expanding product range, Make in India roadmap, and deep partner engagement, the company is well-placed to achieve this goal.

"We consider our partners as family—15 of them are our brand ambassadors in India. Every decision is taken collectively, and we move forward together," Mr. Gulati emphasized.

Pantum is also introducing end-customer reward schemes and digital engagement platforms, ensuring both customers and partners benefit from its growth.

Concluding on a confident note, Mr. Gulati said, "Pantum is not just here to sell printers—we are here to build long-term value with our partners and customers. With our upcoming Make in India products and expanded marketing initiatives, we are ready to grow faster, together."

Affordable, Durable, Reliable: The Pantum Advantage in India

Our association with Pantum over the past four years has been both rewarding and growth-oriented. In this period, we have successfully sold nearly 5,000–7,000 printers, a clear reflection of the rising trust of both customers and partners in the brand.

JATIN KHURANA
PROPRIETOR
MAANIT OVERSEAS

Understanding the Channel

One of Pantum's core strengths lies in its responsiveness to channel needs. Initially, there were challenges in spare part and consumable availability, but Pantum quickly addressed these gaps by ensuring a steady supply. This proactive approach not only strengthened after-sales support but also reinforced partner confidence, resulting in consistent sales momentum.

Customer-Centric Product Range

Pantum's wide product portfolio has been central to its success. Its entry-level printers are among the most affordable globally, making them highly attractive for price-sensitive buyers. Meanwhile, the higher-end models, including the 33 ppm and 40 ppm series, stand out for their durability, reliability, and cost efficiency. By balancing affordability with high performance, Pantum effectively caters to SOHO, SME, and enterprise customers alike.

Customer feedback has been overwhelmingly positive. Dealers report strong repeat demand, with customers consistently choosing Pantum for its low running costs and dependable performance. Over the past two years, we have witnessed a steady and significant annual growth rate, reflecting both rising customer satisfaction and Pantum's robust channel ecosystem.

A Partnership for the Future

Pantum's partner-first approach, backed by competitive pricing and durable technology, has laid a strong foundation for future success in India. With mutual trust and a shared growth vision, Pantum is well-positioned to expand further, creating greater opportunities for its channel partners and customers alike.

Priya Nair Takes Charge as HUL's First Woman MD & CEO

Hindustan Unilever Limited (HUL), India's leading FMCG giant, has appointed Priya Nair as its first woman Managing Director and CEO, marking a historic milestone in the company's journey. With over two decades at HUL, Nair has played a transformative role in brand building and innovation, particularly as Executive Director, Beauty & Personal Care.

As MD & CEO, she will steer HUL's growth strategy with a focus on sustainability, digital transformation, and consumer-centric innovation amid evolving market dynamics and rising rural demand. Her leadership is seen as a bold step toward enhancing diversity and inclusion in corporate leadership, reinforcing HUL's reputation as a progressive industry leader. Nair expressed gratitude for the opportunity, emphasizing her commitment to accelerating growth and strengthening purpose-driven business practices. Her appointment is expected to further solidify HUL's position as one of India's most trusted and influential FMCG brands.

Ingram Micro India ropes in new Director – Advanced Solutions

Ingram Micro India has announced the appointment of Karthik Narayanan Ramasubramanian as Director of Advanced Solutions in India. In this role, Karthik will be responsible for driving the growth of Ingram Micro's advanced solutions portfolio, specifically in networking solutions.

Karthik will be responsible for strengthening Ingram Micro's partner ecosystem, enhancing OEM engagements, and accelerating revenue through collaborative, partner-led go-to-market strategies. His appointment reflects the company's continued commitment to driving innovation-led technology enablement across India. Bringing over two decades of experience in India's IT distribution ecosystem, Karthik has a consistent track record of enabling sustainable growth for global technology brands. Over the years, he has worked closely with leading global brands, including Microsoft and Oracle, making significant contributions to business transformation and revenue acceleration.

Red Hat ropes in new VP and GM for India & South Asia

Red Hat has announced the appointment of Navtez Singh Bal as a general manager for India and South Asia region. In his new role, Navtez will be responsible for Red Hat's business operations in a dynamic region with accelerated growth.

Navtez brings over 25 years of broad industry experience, a proven track record of leading transformative strategies, and a deep commitment to delivering customer success.

On his experience of working with Red Hat, Navtez said, "The open source model is not just innovative—it's deeply aligned with the kind of sustainable, collaborative innovation that enterprises and governments need today. Red Hat sits at the intersection of business-critical technology and community-driven evolution. That's an incredibly powerful space to be in, especially in a country like India where scale, openness, and inclusion are vital."

Vi Appoints Abhijit Kishore as New CEO

Telecom giant Vodafone Idea (Vi) has announced the appointment of industry veteran Abhijit Kishore as its new Chief Executive Officer (CEO), effective August 19, 2025. Kishore, who currently serves as the COO, will take over from Akshaya Moondra, whose three-year term ends on August 18, 2025.

The leadership transition comes at a critical juncture for Vodafone Idea, as the company continues to battle mounting debt, AGR dues (Adjusted Gross Revenue fines), and intense competition from Reliance Jio and Bharti Airtel. Kishore's appointment is seen as a strategic move to strengthen Vi's turnaround plan, improve financial stability, and accelerate its 5G rollout strategy in India's rapidly evolving telecom landscape.

He has been with Vi since 2015 and has held several senior leadership positions across circle operations and corporate levels. He is expected to shape Vi's future as it strives to regain market share in the telecom industry, roll out affordable 5G services, and expand its digital ecosystem in line with India's Digital Bharat vision.

AHEAD appoints Sumed Marwaha as India Managing Director

AHEAD, a leading provider of digital platform engineering and transformation services, has named Sumed Marwaha as Managing Director, India. He will lead AHEAD's expanding operations and strengthen its role as a global center of excellence for delivery, innovation, and client success.

Since entering India in 2023 with a delivery hub in Gurugram and a 26,000 sq. ft. facility in Hyderabad in 2024, AHEAD has scaled rapidly. Its India operations deliver services spanning cloud, automation, cybersecurity, data and AI, ServiceNow, and managed services to Fortune 500 clients worldwide.

Sumed brings nearly three decades of experience in scaling global IT delivery, with leadership roles at Unisys, NTT Data Services, and Dell Services. "My goal is to elevate AHEAD India as a delivery powerhouse and trusted partner for enterprises," he said. AHEAD leadership called his appointment a key step in strengthening India as a strategic pillar for global growth.

Gaurav V Saxena Named Director, Channels & Alliances, India & SAARC at Veeam

Veeam Software has announced the elevation of Gaurav V Saxena to the role of Director, Channels & Alliances, India & SAARC, marking a significant milestone in his professional journey. With more than 22 years of diverse experience spanning Sales & Marketing, Brand Management, Product Management, Business Development, and New Market Development, Gaurav brings a proven track record of leadership, strategic execution, and market growth.

Gaurav's appointment underscores Veeam's commitment to reinforcing its leadership in the data management, backup, and protection market. As enterprises increasingly demand reliable, scalable, and innovative data resilience solutions, his role will be critical in aligning partner ecosystems with Veeam's vision for sustainable and innovation-driven growth.

In his new role at Veeam Software, Gaurav will focus on strengthening strategic alliances with technology partners, expanding channel partnerships to enhance market reach and engagement, and driving accelerated growth across the India and SAARC region through targeted business strategies.

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24th Star Nite AWARDS 2025

Theme:
Partners - The Catalyst for Rapid Innovation

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14th November 2025

VARINDIA is thrilled to announce the commencement of its prestigious Annual Star Nite Awards (SNA 2025) on Friday, 14th November 2025.

The Star Nite Awards (SNA), fondly remembered as the **"DNA of the Channel,"** is a major annual event that holds a special place for IT channel partners across India. It provides a unique platform for knowledge exchange, networking, and celebration.

The theme of the event **"Partners – The Catalyst for Rapid Innovation".** The event is attracting over 300 Value-Added Resellers (VARs) and partners from across the IT channel ecosystem.

The event brings together major technology vendors, distributors, MSPs, solution partners and resellers to discuss the industry trends, technology and pain points for the growth for creating business opportunities.

SNA will recognise top 100 Value-Added Resellers (VARs) across various categories, bestowing upon them the prestigious title of **"Eminent VARs of India 2025".**

The event to Celebrate OEM Excellence in 40 different categories and unveil the 6th Edition of **"Channel Policy Handbook"**.

The tech leaders from OEM to share their stories of leadership, innovation, and their experiences with the latest technologies, including generative AI, automation, quantum and more during the Thought Leadership Round Table.

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FOR PARTNERSHIP

ANIL SAHU
anil@varindia.com | 8108017479

S. KAMALA KAR
kamlakar@varindia.com | 9886280836

PRIYANA BAHUGUNA
priyanka@varindia.com | 9599024423

FOR SPEAKING OPPORTUNITY

DR. DEEPAK SAHU
deepak@varindia.com
9818928406

RAMESH RAJA
ramesh@varindia.com
9958745159

YouTube in f X